

NATIONAL
REAL ESTATE
and **BUILDING**
JOURNAL



OCTOBER

1954

Special Report on Prefabrication

In this pleasant National living room, the traffic-free floor plan permits hospitable grouping of furniture. (Photos from Redbook Magazine.)



GET THE "Inside" STORY ON NATIONALS!

See How Much More You Can Offer as a NATIONAL HOMES BUILDER-DEALER

Inside as well as outside, National homes have what it takes to sell houses today. Not only are the exteriors superbly designed by a famous architect; the interiors are spacious, convenient, appealing in every detail . . . as these photos prove.

Even more important to you is the "inside story" of how National Homes builder-dealers benefit all along the line by buying a "house package" from one reliable source. You get the finest quality "brand name" materials, pre-assembled for quick erection. You operate with far less site labor; less overhead; less invested capital; no inventory. It pays to build Nationals! Write or wire for particulars. Sound financial resources required.

NATIONALS ENJOY HIGHEST PUBLIC ACCEPTANCE

Our continuous national advertising in LIFE and other leading magazines . . . beautiful full-color literature . . . unequalled support for our dealers at local level . . . plus the superior quality and lower cost of our product . . . all combine to make National homes first in popularity, first in sales. Cash in on this pre-sold market as a National Homes builder-dealer!



A step-saving National kitchen: everything streamlined!

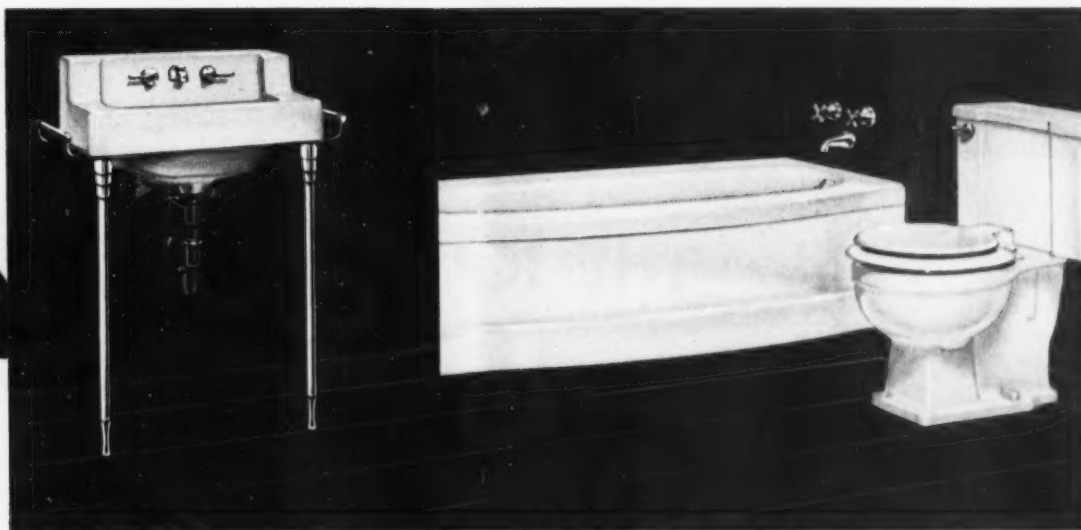
© H. H. C. 1954



Woman's Home Companion recently presented the Companion Award to National Homes for good kitchen planning . . . and for some time all National Homes prefabricated panels and structural parts, as they leave our assembly plant, have carried the Good Housekeeping guaranty seal and the Parents' Magazine seal of commendation, as advertised therein.



It's so much easier to sell a home with two bathrooms of BRIGGS BEAUTYWARE!



Prospects getting choosy? Sales a little harder to close? Smart builders and architects nowadays are making their sales job easier by including two Briggs Beautyware bathrooms in all their homes!

No other feature adds more to a new home. There's extra value—extra sales appeal—at a cost that's actually very small, considering the additional profit you stand to gain. And the second bath adds so *little* extra to monthly mortgage payments that you can offer this

big *plus* feature while keeping your homes competitively priced.

All of your prospects will be impressed by two bathrooms—even more so by handsome Briggs Beautyware. You can give them their choice of the four beautiful Briggs pastel colors—Coral, Sandstone, Sea Green or Sky Blue—in addition to sparkling white.

Let this low-cost luxury help sell *your* homes. Always specify *two* sparkling Briggs Beautyware bathrooms in color

©1954

National Magazine advertisements like this one are carrying the Briggs Beautyware story to millions of American readers. Besides selling Briggs fixtures in beautiful color, these eye-catching ads are urging potential customers everywhere to demand the convenience of two Briggs bathrooms!



BRIGGS MANUFACTURING COMPANY • DETROIT 26, MICHIGAN

BRIGGS

NATIONAL REAL ESTATE and BUILDING JOURNAL

Published monthly for real estate builders, property managers, and real estate brokers, by Stamatz Publishing Company. Publication offices and general headquarters — 427 Sixth Avenue, Southeast, Cedar Rapids, Iowa

Subscription prices: \$5 a year, \$9 two years, \$12 three years in the United States. In Canada, \$6 a year; in all other countries, \$7.50 a year. Single copies 60 cents; back copies except Roster issue \$1. Member ABC.

VOL. 55 NO. 10



OCTOBER 1954

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THE JOURNAL REPORTS



Boom Talk Continues In Soft Mortgage Market

Big industry news this month centers in the construction boom and the soft mortgage market. Actually, some of the boom-talk is misleading.

Despite claims of a boom, construction has steadily but not radically increased. Commercial construction shows the biggest gains, while residential housing is strong. Housing starts in August were almost 20% over the same month last year. At present, estimates of housing starts is set at 1,130,000 — 27,600 over last year and 266,000 under the peak year 1950.

Residential construction especially has increased steadily this year without reaching the boom stage. Some experts predict the same steady growth next year, which means a relatively stable market.

The decline last year in housing starts apparently fooled some predictors, who now talk in boom terms. JOURNAL editors got a hint of the increase as early as April when a JOURNAL market survey of 1,500 readers showed real optimism about 1954. Average

number of homes built in 1953 was 43.6 but these same readers estimated their production in 1954 at better than 54 new starts. Their estimates are being proved accurate by current statistics.

Builders around the country cite impressive increases over last year. One Dallas builder has doubled his production. On Long Island, September starts are up 15% — a sharp increase. Milwaukee realtors and builders point to the medium-price range as area of biggest increases. Construction in the Los Angeles area continues at a fantastic rate.

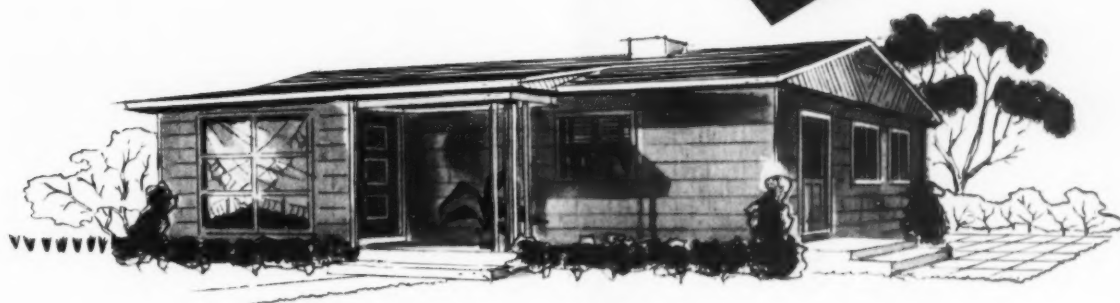
Conventional Financing Faces Stiff Competition

Rate of spending has increased and so has volume of savings. More money will be available for mortgage lending purposes than in the past year. James C. Downs, Jr., speaking before the mortgage loan clinic of United States Savings and Loan League in

**If your
go like this**



**you should
build this**



Build all year with P & H Homes

Winter is just about as busy and profitable as summer for P & H builders. They build during the rough weather, and their sales prove that people *buy* P & H Homes in *any* weather.

This all-year operation for P & H builders not only means a steady profit report, but also a steady payroll, and easier scheduling of subs.

Here's how it's done: You put in your foundations in fall, before the ground freezes. Then, it's just a matter of scheduling the P & H Home package shipments as you want them. The homes are under roof in a day, so your

crews can work in practically any weather. There is no waste or spoilage, subs can go to work on schedule regardless of weather, and customers move in on the date promised.

And just a glance at the P & H Home plans and package specifications will show you how much more home you'll be offering—winter or summer—in any price bracket from \$6,000 to \$20,000.

Make building a year-round profitable business. Build P & H Homes. Write for full details and plans today.

P & H HOMES

HARNISCHFEGGER CORPORATION

359 Spring St., Port Washington, Wisconsin

Phone: Port Washington 611

the **P & H** *Line*



Chicago, brings out these facts but emphasizes that tough problems lie ahead.

There is no lack of buyer readiness to buy real estate equities, Downs points out, and lending agencies are ready to make mortgages against real estate collateral, as indicated by the fact that lower mortgage rates and easier terms are available.

Future trouble lies in decline in yields from real estate mortgages, which dropped from a high of 5.47% last September to a current rate of 4.61%, according to Downs' index of effective real estate borrowing rate. "This decrease has been due both to a drop in basic money rates and to competitive conditions within the mortgage field," Downs says.

Concerning the new housing act, Downs remarked "it is obvious the increased length of amortization and the lower returns from mortgage investment will cause lending agencies increasingly to look to government guarantees. I foresee a sharp drop in the ratio of conventional loans to total residential mortgages."

Another competitive factor to conventional mortgages is the direct loan program of the VA, signed into law a few weeks ago. New program expands former VA direct loan program by \$50 million. Idea is to provide veterans with direct loans in areas where private mortgage money is short. In the past four years the VA has made loans to 49,311 veterans and reserved funds for another 7,536 for a total of \$400 million. Average loan is \$7,098; limit is \$10,000.

Big Conventions Ahead

Cleveland will have hardly recovered from the World Series before the NAREB convention opens

November 6. The 47th annual convention, it will present as speakers Mrs. Ivy Baker Priest, United States treasurer, Gen. Patrick J. Hurley, former Secretary of War, Gen. Bonner Fellers, author and political adviser who served under General MacArthur, and James Q. DuPont, great-great-grandson of the founder of E. I. DuPont de Nemours & Company; also prominent realtors and NAREB officers.

NAHB, meanwhile, is laying plans for its next convention, to be held in Chicago, January 16 to 20. Better than 18,000 persons are expected to attend, according to Henry Fett, Royal Oak, Michigan builder. All exhibit space at the convention was sold out by mid-August.

Steady Increase in Home Ownership

Our fast pace of home building, maintained at better than a million a year clip for the past five years, is paying off in increased home ownership. At the close of last year about 22.8 million families — 57% of the total number of families — owned their own homes.

The 1953 total indicates that nearly a million American families have been added each year to the ranks of home owners since 1947, when 17 million non-farm American families owned homes, 52% of the total.

In large metropolitan areas 43% of the families own their own homes, while 68% of those in small towns and rural areas do. Among families headed by persons under 25 years of age, only 14% own their homes, in contrast to 69% of those headed by persons 65 and over.



**Let the ADMIRAL show you the way
to Bigger Profits in 1955
by selling prefabricated homes!**

Several territories are open in Western New York, Pennsylvania, Ohio, West Virginia, Maryland and Virginia for aggressive real estate brokers and builders to sell Admiral Cape Cod, Bungalow, Ranch and Dream Homes.

Architect-designed to provide the utmost in livability and beauty, and factory-built with top-quality materials to save you time and money, Admiral Homes can meet any building code.

Experienced representatives will assist you in making financial arrangements and give you competent advice on erection and sales. Complete sales promotion and advertising material is available on a cooperative basis.

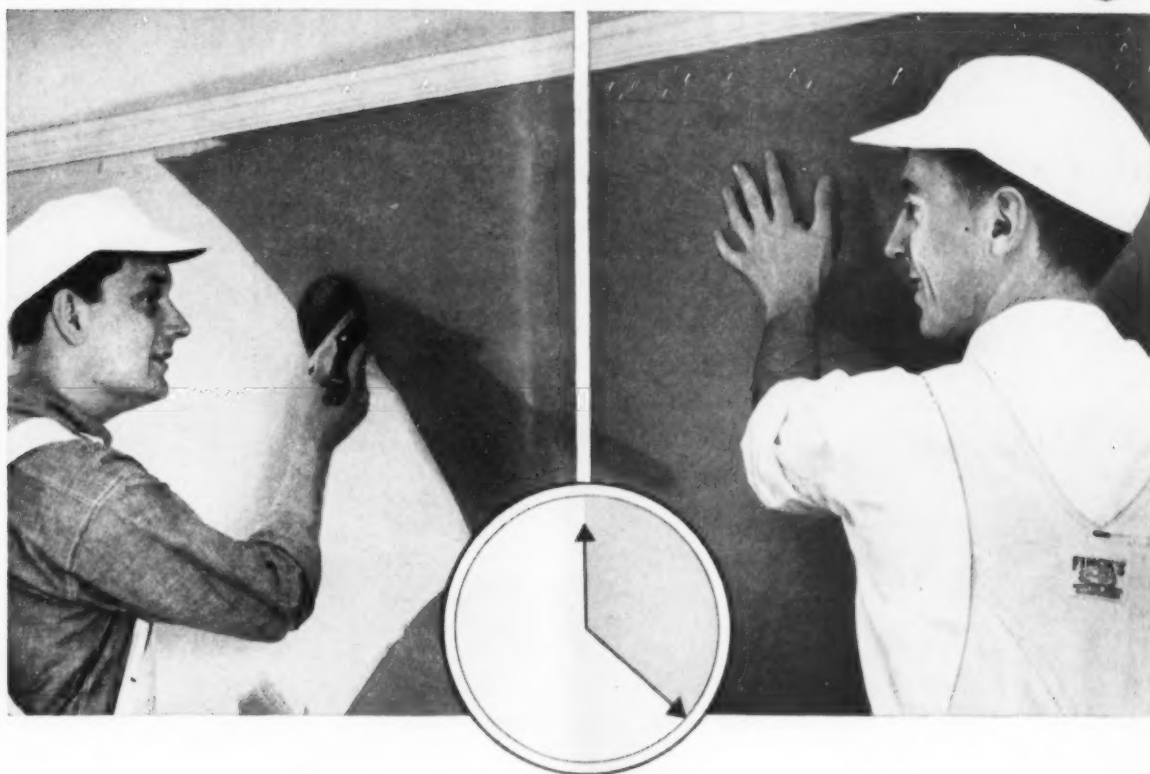
Get in one of today's fastest-growing and most profitable industries now. Write or phone for complete details on how Admiral can help you solve many of your building problems in '55.



**Admiral
Homes Inc.**
ARCHITECT-DESIGNED FACTORY-BUILT



178 Provost Road, Pittsburgh 27, Penna. PLANTATION 1-9211



Here's how LATEX PAINTS keep maintenance costs down

**They're easily applied, quick drying, save
clean-up time . . . let maintenance crews
do more jobs per day**

Latex paints can cut your maintenance costs and do a better, more lasting job. These durable paints can be put on quickly because they flow on smoothly . . . leave no brush or lap marks that need going over again. They dry so quickly, maintenance crews can apply two coats, if necessary, the same day. They save clean-up time, too, because latex paints can be washed right

out of the brush or roller with warm, soapy water . . . spatters simply wiped away with a damp cloth. Latex paints dry to a tough, impermeable film that's unusually cleanable and durable. And their lack of objectionable odor means that occupants can use a painted room right away . . . sleep in it that night.

Leading paint manufacturers make these durable, time-saving paints available in a wide range of colors and in texture and specialty paints. They will supply you with further information on latex paints upon request. For a list of their names write Dow Plastics Sales, Department PL 515P, THE DOW CHEMICAL COMPANY, Midland, Michigan.



EASILY APPLIED . . . Latex paints flow easily from brush or roller to a smooth, velvety finish. No tedious brushing out.



MINIMUM DOWN-TIME . . . Latex paints dry to the touch in twenty minutes to an hour, can be recoated the very same day.



CLEAN-UP TIME REDUCED . . . Latex paints wash out of brush or roller with tap water, spatters wipe up with a damp cloth.



EASY TO CLEAN . . . Latex paints are unusually cleanable, can be cleaned with soap and water without damage to appearance.

you can depend on **DOW PLASTICS**

DOW

Tap a whole new market

with *Place Homes'* sensational, new, pre-cut RANCHAIRE

designed to sell for

\$6195*

lot included!



TEN WAYS BETTER THAN ANYTHING ELSE ON THE MARKET!

• Conventionally built! • Full-weight construction! • Combination forced air and semi-radiant heat! • Side walls insulated with $\frac{1}{2}$ " insulating sheathing! • Step-saving kitchen with large steel cabinets! • Enclosed ceiling with fully insulated roof! • Separate breakfast and dining areas! • Reinforced, moisture-proof foundation! Completely insulated around perimeter! • Contemporary design with modern, awning-type windows! • Nationally famous Place Engineered Plans!

*Designed to sell in most areas for \$6195 on a \$700 lot.

The startling new Ranchaire is making big news with builders and prospective homeowners across the nation. The reason is clear—it's the first, conventionally built, three bedroom home selling for \$6,195.*

Only top quality, nationally advertised materials are used throughout. Full-weight construction... large 24' x 36' floor plan... combination forced air and semi-radiant heat... a huge, open-type 22' x 11'6" living room... a roomy kitchen... and spacious, storage-wall type closets put you far ahead of the field. Cash in on the nationally famous reputation of Place Engineered Homes. Call, wire or write for full details today!

POSITIVE PROFITS!... EASIER SALES!... MINIMUM INVENTORY!... LESS RISK!... CONTEMPORARY PLANNING!... FACTORY-TRAINED SERVICEMEN!

Place Homes, Inc. 1216 S. Walnut Street, South Bend 14, Indiana
Rush full details on exclusive Place Homes territory within 500 miles of South Bend. I built _____ homes in 1953. I plan to build _____ homes in 1954.

Name _____
Address _____
City _____ State _____

WHEREVER YOU GO

Place Homes

STEAL THE SHOW!



Castle Builders are planning about 165 homes in the \$13,000 to \$16,000 price range. All will have fully-equipped electric kitchens. This feature in itself sets a theme of quality for the entire house. And with the *Electric Range*, the homemaker can be modern . . . cook **ELECTRICALLY!**

REALLY HELPS SELL HOMES two ways

The installation of an *Electric Range* in a new house adds *two* definite selling advantages. First, it is cooking equipment at its best—which means economy and ease of operation. Second, it means a cool kitchen as well as a clean one, because most of the heat stays in the oven or goes directly into the cooking utensils, due to the insulation and construction of the *Electric Range*, and the way it operates.

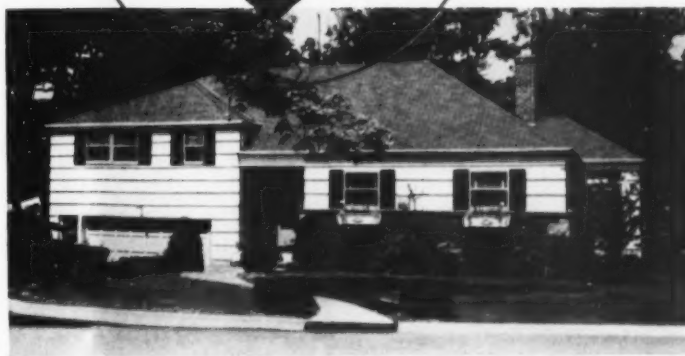
These advantages are true the country over, in all types of homes. *Electric Ranges* can help you sell *your* houses faster and easier, too!

BE MODERN...

Cook Electrically!

More builders every day
are installing

**ELECTRIC
RANGES**



"We know from our sales record over a period of 23 years," says Mr. P. A. Di Somma, President of Castle Builders, Babylon, N. Y., "that *Electric Ranges* have been a definite asset in the sale of our homes. During the post-war period we've built homes ranging in price from \$10,000 to \$85,000. All have been equipped with *Electric Ranges*."

ELECTRIC RANGE SECTION

National Electrical Manufacturers Association
155 East 44th Street, New York 17, N. Y.

ADMIRAL • BENDIX • CROSLEY • DEEFPREEZE • FRIGIDAIRE • GENERAL ELECTRIC • HOTPOINT • KELVINATOR
MAGIC CHEF • MONARCH • NORGE • PHILCO • STIGLITZ INFRA-AIRE • TAPPAN • WESTINGHOUSE

Book Shelf

The Prefab Industry in Focus

IF YOU'RE interested in an overall picture of the way the prefabricated housing industry operates, it would be worth your while to read a booklet called "Marketing Prefabricated Houses."

The booklet is the result of a survey by the HHFA

of both manufacturers and dealers and treats dozens of different problems, mostly by comparing the practices that have developed in the past few years.

The statistics aren't all worth your time, but on the whole the booklet should be interesting to anyone trying to get a grasp of the prefab industry as a whole, rather than just the picture of it provided by any one manufacturer.

"Marketing Prefabricated Houses" can be obtained from the Supt. of Documents, U.S. Govt. Printing Office, Washington 25, D.C., for 35c.

The How-To-Do-It of Rehab

HERE'S a new book that gets down to the how-to-do-it angle of rehabilitation.

It's written by a distinguished group of realtors, builders and property managers. "Rehabilitation as a Business" presents the kind of realistic, dollar-and-cents information necessary if the "rehab" concept is going to achieve the success its proponents think it deserves. Following an introductory statement by Fritz Burns, chairman of the realtor's Build America Better Council, the book takes the reader through a series of articles designed to answer the "how to do it" and "how much" questions that come to mind.

Published jointly by the Institute of Real Estate Management and BABC, the book is available from National Association of Real Estate Boards, 1737 K Street, N.W., Washington 6, D.C., at \$1.00 per copy.

IDEAL BUSINESS GIFT and GOOD-WILL BUILDER

Beautiful . . . Useful
Gold Stamped
PORTFOLIOS
Your "Silent-Salesman" All Year 'Round

Lasts a lifetime! Covers of durable TEXON — plastic strap cannot tear. Contains 10 heavy Kraft envelopes with useful record forms printed on outside. Approximate size when closed is 5 1/4" x 11".

FREE
GOLD STAMPING
We will imprint your advertisement **Free**, (4-line maximum) at bottom of covers on a minimum order of 25 portfolios. It really pays you to keep your name before folks, and make them think of you. **ORDER TODAY.**

ADVERTISE ECONOMICALLY
Low cost gift clients, prospects appreciate — and will use. Your ad is always before them. Handy, attractive — for home or office. Keeps deeds, leases, mortgages, important papers safe and orderly. Act NOW, assure delivery in time for Christmas giving.

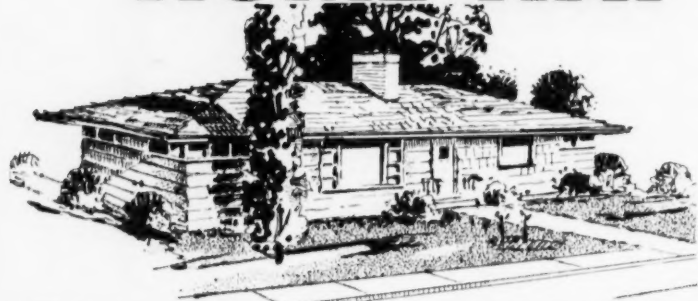
LOW PRICES
12 to 49 . . . 95c ea.
50 or more . . . 89c ea.
minimum order 1 dozen

SINGLE SAMPLE
only \$1.25 incl.
(cash with order)

Magnum Mfg. Co. 655 Sixth Ave., Dept. NR-10
New York 10, N. Y.

**P L E A S E
R E A D
T H I S
A D**

**If you build 10 HOUSES
or less each year...see
HOME-WAY**



- We furnish complete factory-built home. Meets requirements of modern building codes. You handle erection, utilities.
- Home-Way stays ahead of the field. New low roof line (see illustration) ready for '54. Latest Ranch Types plus many standard models. We can meet every family's needs.
- Quality material, carefully processed; rapid delivery.
- Cooperative advertising; personal dealer service.

HOME-WAY was featured by Look Magazine as one of America's top 15 in prefabrication.

We can help you get much bigger volume and much better profits. WRITE TODAY

GBH-WAY HOMES, Inc.
Dept. RE • WALNUT, ILLINOIS



cut costs with Fir Plywood

EXAMPLE: Dawn Construction Co., Knoxville, Tenn. saves from \$120 to \$200 per home, using fir plywood for wall and roof sheathing, subflooring, paneling, built-ins and exterior trim.

REASON: time and labor savings more than offset slight extra initial fir plywood cost, result in *lower in-place* cost.

PLUS FACTOR: superiority of fir plywood construction offers convincing sales-story to prospective buyers.

ON YOUR NEXT JOB, figure it *both* ways—fir plywood vs. lumber or other material. Add up the costs—material, labor, waste, nails and overhead. See how fir plywood gives you a clear cut advantage when it comes to cost-in-place as well as performance and durability.

EXT-DFPA®

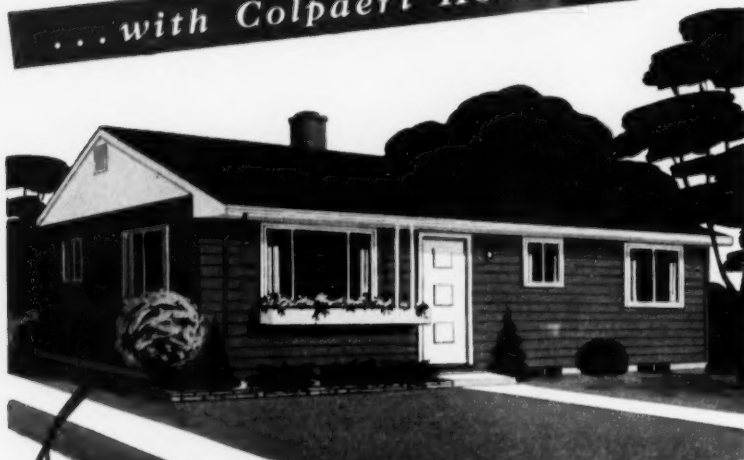


Your reputation's on the line with every home you build. Play it safe. Specify only DFPA grade-trademarked fir plywood "EXT-DFPA" for outdoor use, PlyPanel for interior finish, PlyScord for structural use. Other grades for other jobs.

BUILD AND SELL

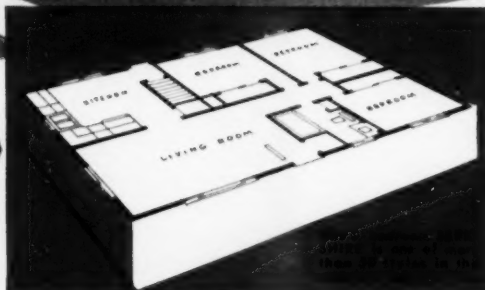
"More Home for the Money"

...with Colpaert Homes!



EXTRA

864 FEET
OF RECREATION,
STORAGE AND
LAUNDRY
SPACE



YOU CAN BUILD AND SELL THIS 3-BEDROOM RANCH HOME WITH FULL SPACE-GIVING BASEMENT FOR ABOUT \$9300 PLUS LOT!

COMPLETE FINANCING makes it possible to sell Colpaert Homes with lowest down payments . . . best possible terms. A full line of quality factory-assembled homes are available in the \$6,000 to \$15,000 class. The Colpaert organization gives you a complete service based on their more than 30 years of successful building experience.

SELL INCOME-MINDED BUYERS, too, for now Colpaert Homes makes available a factory-assembled two-story duplex unit . . . distinctive architectural lines, outstanding features, competitively priced!

Be the Colpaert dealer-builder in your area . . . write, wire or phone today!

Colpaert
HOMES INC.

SOUTH BEND • INDIANA

Anderson's Open Forum

Dear Mr. Anderson:

In one of your recent articles you mention a clause found in the fire insurance policies of some states called "moral hazard clause."

I am a California real estate and insurance man and I have never heard of the "moral hazard clause" and, as far as I know, our California policies do not contain it.

I would appreciate it very much if you would send me a copy of the clause.

Maurice Bowman
Berkeley, California

Pardon me for being too lazy to dig into my files to find a copy of an old policy having the Moral Hazard Clause. I would do it if it wasn't easier for you to take a look at Vance On Insurance where he not only gives the clause but comments extensively on it. It is contained in the older forms of insurance policies. A professor of insurance in the University of Illinois Law School crusaded against the clause, and wrote articles in law journals about it, until Illinois discarded the old form of policy and adopted the newer form. I think this was in 1946 or was it 1943? I know at that time I was young and ambitious and participated in the crusade.

In many cases in Chicago owners have remodeled old apartment buildings, multiplying the number of units without obtaining a permit from the building department and have violated the building ordinances with reference to bath rooms, fire protection, and other things.

Perhaps the reason why they did not obtain a permit was because they felt that they could not do so, or because they proposed to violate the ordinance.

Sometimes a buyer will insist upon a provision in the contract that no such thing has taken place. A provision properly worded will protect him, but such a provision is not easy to express. It is a better practice for a buyer to check before he signs the contract, because having signed the contract, it means a law suit to get his earnest money back even though the contract is properly drawn.



PRESIDENTIAL MANAGEMENT CORPORATION
234 WEST 54th STREET, NEW YORK 19, N. Y.

Telephone Circle 7-4700

Underwood Corporation
One Park Avenue
New York 16, New York

Attention: Mr. W. F. Oaks

Gentlemen:

We have now had two years of experience with the Underwood Sundstrand Model "D" Accounting Machine, and we thought that you would like to know how much help it has been to us and how highly we value it.

Our organization manages properties for real estate investors specializing in 2-story and multi-story garden apartments...from New England to the Midwest. Approximately 5,000 apartments.

During the past two years, the Sundstrand machine has made our accounting control and accuracy simple and complete and has freed two of our girls for other duties. This improvement in our accounting methods has resulted from adapting the Sundstrand accounting machine to the unique real estate accounting system which we ourselves, originated.

This increased control and accuracy has been accompanied by operating savings of \$6,800.00 per year!

In addition to these advantages, sufficient in themselves, we have found also that in spite of the size of our operations, we can, with the help of the Sundstrand, produce an accounting income statement for each apartment house development within the first three days of their accounting period.

With its 10-key keyboard, the Underwood Sundstrand Accounting Machine is as easy to operate as an Underwood Adding Machine. A clerk or a typist can be easily and quickly taught to use it. And our girls tell us that they can operate the machine all day without feeling tired.

We enthusiastically recommend the Underwood Sundstrand Accounting Machine!

Very truly yours,

PRESIDENTIAL MANAGEMENT CORPORATION

By Sidney Colin
Sidney Colin, Comptroller

ADAMS PARK, ALBANY, N. Y. • ALDUBON PARK, BRENTWOOD, MD. • BROOKLINE MANOR, READING, PA. • CLEVELAND PARK, ALBANY, N. Y. • JEFFERSON PARK, METUCHEN, N. J. • MARINLEY PARK, HARTFORD, CONN. • PARK MANOR, CHESTER, PA. • SYLVAN KNOLL, STAMFORD, CONN. • TAYLOR PARK, HARRISBURG, PA. • VAN BUREN PARK, SCHENECTADY, N. Y. • WASHINGTON PARK, LOUISVILLE, KY

Paid for itself in 6 months!

We recommend that you read Mr. Colin's letter thoroughly

...because it gives you *all* the reasons *you* need for investigating Underwood Sundstrand Accounting Machines for *your* company.

...Improved, simplified accounting control!

...Pays for itself promptly!

...Big yearly operating savings!

...Keeps girls happy on the job!

...Frees girls for other work!

...Untiring, easy operation...even by untrained personnel.

Yes, what *more* could you ask for in an accounting machine!

Get in touch with your Underwood Accounting Machine Representative for a demonstration today.



Underwood Corporation

Accounting Machines... Adding Machines... Typewriters... Carbon Paper... Ribbons... Punched Card Equipment... Electronic Computers

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Underwood Limited Toronto 1, Canada
Sales and Service Everywhere

UNDERWOOD



**SHOW
YOUR WAY
TO SALES**

Know how to attract prospects? Show them your product. That's difficult in the real estate business, but you can do it with an eye-catching photograph, easily-readable information — both mounted on the attractive background of an Acme Bulletin Board. We have a variety of appealing styles with oak, walnut, mahogany, or aluminum frames in sizes from 16" x 20" to 58" x 20". Write today for our illustrated folder.

ACME



BULLETIN COMPANY

37 EAST 12TH STREET, NEW YORK 3, NEW YORK

CASH or **LONG TERM LEASE** **FOR HOTEL PROPERTIES!**

Why not lease or sell your hotel to the world's largest hotel chain operating from

COAST TO COAST

Our representatives will be glad to call on you and discuss your terms

For satisfactory arrangements, utmost dependability and outstanding security —

**WRITE or CALL COLLECT, H. J. DALDIN,
REAL ESTATE DEPARTMENT, 3500 BOOK
TOWER BUILDING, DETROIT 26, MICHIGAN
'PHONE WOODWARD 2-5400**

Product Progress

The Split System Method of Heating

10-1

Flexicore Company, Inc., Dayton, Ohio, announces its new Flexicore Split-System of heating. It provides: 1) warm air circulation and humidity control, 2) radiant floors, 3) even distribution through continuous baseboard registers, 4) balanced temperature control by areas, and 5) easy conversion for cooling systems. Most of the ductwork of the Flexicore system is provided by parallel holes running through standard, precast concrete floor slabs forming a structural floor that is fire-resistant and termite-proof.

It's As Thick as Jelly

10-2

The T. F. Washburn Company of Chicago has produced a new material called Burnok which many paint manufacturers are now using to obtain thick, jelly-like consistency in oil base paints. It is claimed that paints containing Burnok won't settle, don't have to be stirred, won't sag, curtain or bead and can be used with either brush or roller and can even be sprayed. The unique nature of paint containing Burnok causes it to change under slight friction to

(Please turn to page 18)

... Consulting engineers

to the

office building industry

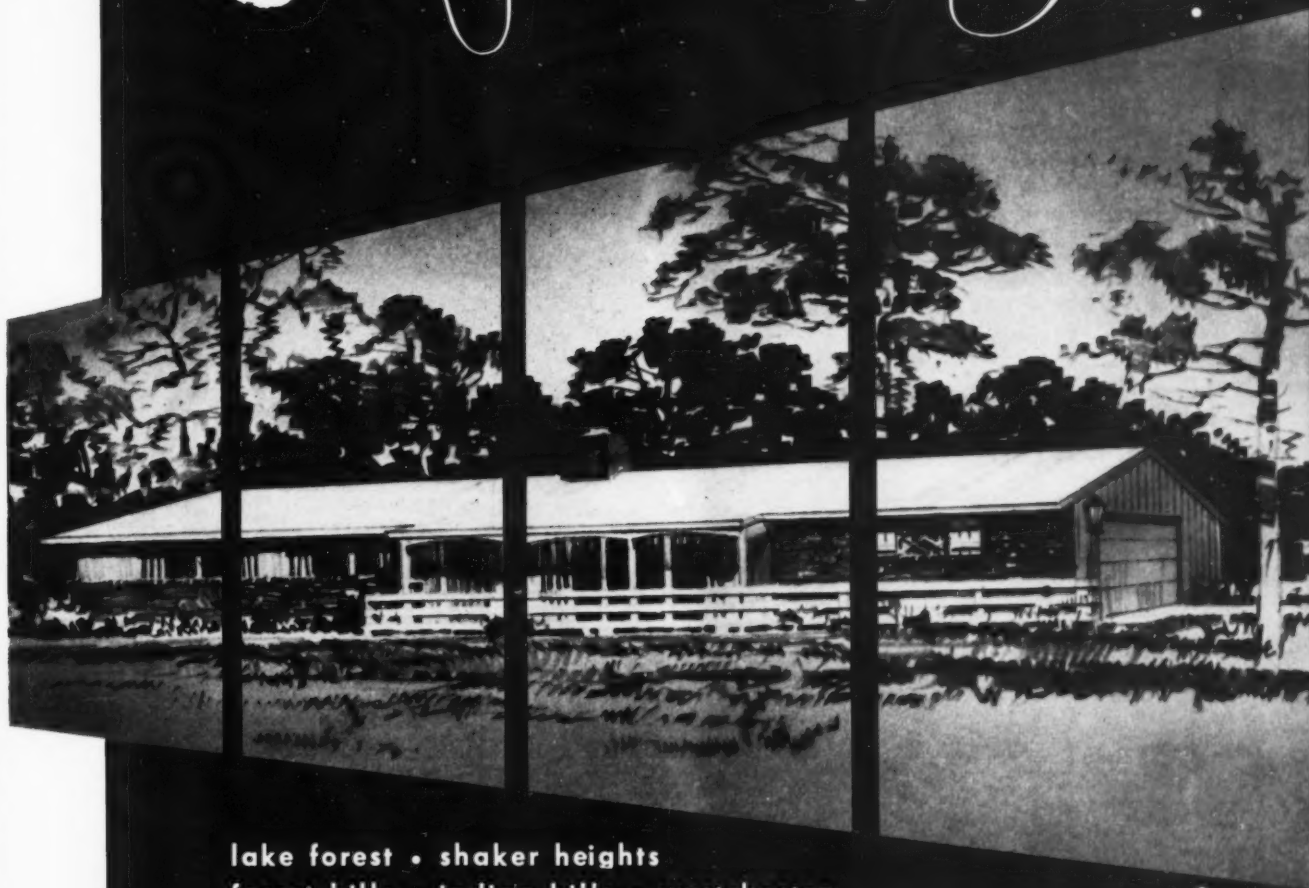
robert G clark
a s s o c i a t e s

- Labor Cost Reduction Systems
- Modern Cleaning Techniques
- Budgets & Expenditure Systems
- Labor Relations Consultation
- Design

in:

**MINNEAPOLIS, 1721 South Irving
MINNEAPOLIS • CHICAGO • MEXICO CITY**

California Contemporary by scholz



lake forest • shaker heights
forest hills • indian hills • westchester
darien • swarthmore • bryn mawr • wellesley

These are typical of the exclusive suburbs in nearly every middle western and eastern city, where Scholz California Contemporary Homes are being introduced by the nation's outstanding custom builders . . . eloquent testimonial to quality and design. Here, at last, is a package home with the built-in prestige and design that quality builders, looking for lower, more firmly fixed costs, can be proud to put into their finest areas. This can be your opportunity to be the first in your community to reach this vast market of Contemporary Home buyers who are being daily pre-sold in every women's, home and consumer magazine.

s c h o l z h o m e s
i n c o r p o r a t e d
2 0 0 1 W e s t w o o d T o l e d o , O h i o

"We sold 42 houses the ...with kitchens



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first day!

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Product Progress

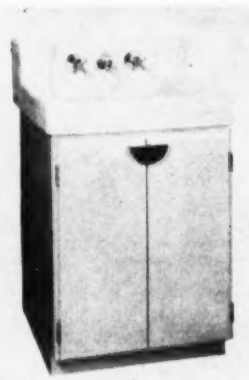
(Continued from page 14)

a "flowing" state. The paint is dipped out of the can in a non-flowing form but flows freely as soon as brush comes in contact with the surface to be painted.

Convenient Combination

10-3

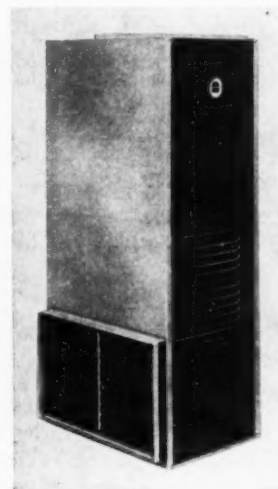
This new storage cabinet has been designed for use with the shelf-back American-Standard lavatory. Manufactured by Bath Maid, Inc., division of The Kitchen Maid Corporation of Andrews, Indiana, the cabinet is constructed of wood, enameled inside and out and comes in white and four pastel colors — gray, peach, blue and champagne buff — to harmonize with American-Standard fixture colors. There is plenty of space inside the cabinet for bathroom supplies and a sliding shelf gives access to waste and supply lines.



For "Hushed" Heating

10-4

This automatic, gas-fired, highboy forced air furnace (Model HB-85) has been introduced by the Herbster Products Company featuring their patented Torcon cast iron, concentric, venturi heat exchanger and has an AGA rating of 85,000 BTU/hr. The one piece grey iron construction eliminates contraction and expansion noises and the concentric venturi design provides greater square footage of radiation. Manufacturer says other features include jumbo sized filters, aircraft type blower assembly, non-corrosive cast iron raised drilled port burners, Minneapolis-Honeywell controls and General Electric blower motor.



Round-Up of Heating Ideas

10-5

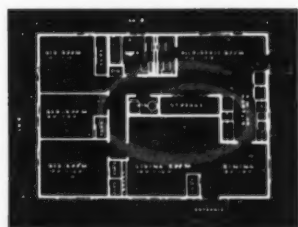
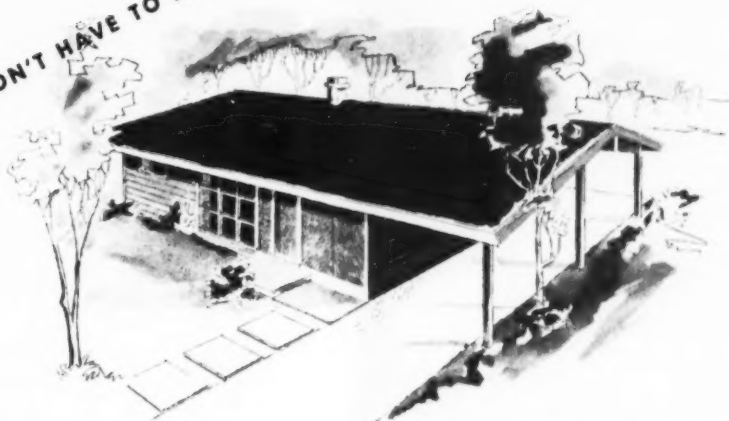
Available from Iron Fireman Manufacturing Company, Cleveland, is a new 32-page illustrated booklet entitled, "12 Plans for Home Heating and Air Conditioning." Steam, hot water, and warm air systems are discussed in addition to baseboard.

(Please turn to page 22)


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Bernard D. Rosin is the advertising director of the Wilmington (Delaware) Real Estate Board and sales manager of the realty firm of J. J. Monaghan Company. Active in many interests, he is also vice president of the Endowment Building and Loan Association and treasurer of the investment firm, Dublin Corporation. Mr. Rosin is also president of a service organization, Avoda Club.

DELAWAREANS enjoy PERFECT HOME! It is a unique magazine and a wonderful goodwill builder," says Bernard D. Rosin of the Wilmington Real Estate Board. "Without exception, every article is a selected gem. An invaluable collection of up-to-the-minute ideas that fit in with the planning of better homes.

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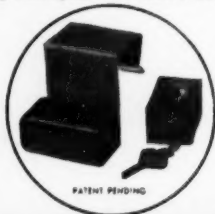
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Product Progress

(Continued from page 18)

perimeter, convactor, and radiant panel systems. Equipment for firing with gas, oil or coal is covered, with an outline of the extras obtained by automatic heating. The section of air conditioning includes descriptions of both window and central systems.

New-Type Concrete Building Block

10-6

This new design for concrete building blocks has been developed by the American Webco Corporation of Sewickley, Pennsylvania. In addition to increasing compression strength, the Webco block design, according to company officials, retards sound transmission and eliminates moisture penetration by employing 6 thin walls and no straight webs, thus causing condensation to occur in the center area instead of inner wall surface.



Operation Klinki

10-7

A new wood called Klinki, being introduced through Fiddes-Moore Company of Chicago, comes in 4 by 8 foot plypanels of all standard thicknesses, from the jungles of New Guinea. Its mean density is about 30 pounds per cubic foot at 12 per cent moisture content and the shrinkage factor is a low 3 per cent even as wood. Klinki plywood is structurally strong, holds nails firmly and works easily. It has no core-

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void, no shims, and at least one face is completely free from joints as well as defects. Natural tone of Klinki is a deep-cream or light tan. Pattern ranges from straight grain to a unique miniature birds-eye.

A Tip On A Top

10-8

This fully formed, contoured Fabri-Form sink top does away with unsightly cracks, joints and the need for molding. Made by Fabritex Manufacturing Company of Los Angeles, Fabri-Forms plastic surface is impervious to damage by food, stains, alcohol, boiling water and is ideal for bathrooms, pullman and vanity tops, says the manufacturer. Completely pre-formed into one integral unit with a total thickness of 13/16 inch, it is available in standard lengths and sizes in a large variety of colors and textured patterns.



Cook With Comfort

10-9

The Motordor kitchen exhaust fan, manufactured by Broan Manufacturing Company, Inc., of Milwaukee provides a great variety of possible installations in walls, ceilings, soffits. The fan blade, operated by a self-enclosed G. E. motor, requires no oiling or maintenance. A separate motor operates the insulated outer door and both motors are con-

(Please turn to page 48)

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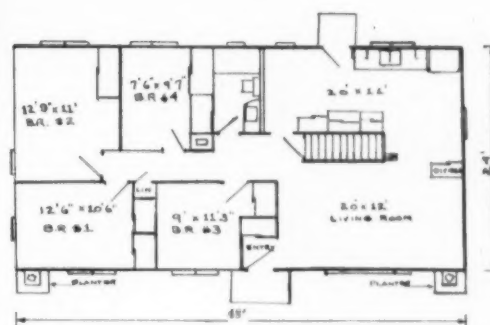
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Prefabrication - And You

SELDOM DO JOURNAL editors feel that one subject is worthy of an entire issue. Such is not the case this month. The significant advancements made in the field of prefabricated housing and the avid interest of our readers in this growing industry merit, we feel, all the pages in this October issue.

The JOURNAL's interest in the "prefab," as it is commonly called, is not new. On the contrary, the JOURNAL has supported this young industry since it first put on knee pants. This support was not due to a feeling that prefabrication would encompass the housing industry. Rather, it was and is a belief that prefabrication can make an increasingly significant contribution to housing standards and practice; that it can make available to the small community the same economies that are available through project housing in metropolitan areas.

The prefab industry has enjoyed no spectacular growth, but its progress has been sound and steady. Gaining momentum in the days of war housing, prefab manufacturers continued to increase production until last year they turned out 55,000 units of the nation's 1.1 million total. This year, some manufacturers believe, will hit a 70,000 total.

But the idea of prefabrication has traveled no easy road. Public ignorance had to be overcome. And then public ridicule, which was heaped on the prefab idea with boundless energy. Much of this ridicule was justified, unfortunately. In their eagerness to produce housing, some manufacturers forgot quality of design and construction, much as did some conventional builders. And then prefabbers had to cope with labor and the suspicion that the pre-engineered house "would take their jobs away." Mortgage lenders were skeptical, too.

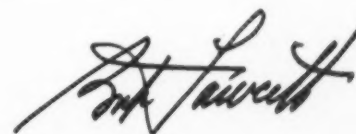
This animosity and skepticism have largely been overcome. Manufacturers, for the most part, have been forging ahead in design and engineering to produce economical, comfortable, attractive American homes. Dealers have been selected more carefully, emphasis being put on knowledge of the local market, merchandising, financing as well as construction know-how. And much credit is due the Prefabricated Home Manufacturers Institute which has been a steadying force, helping to foster the cause of prefabrication by organizing reputable, reliable manufacturers, promoting higher standards, and providing progressive leadership.

Anyone who thinks that a prefabricated home is merely four sides to a box-like structure needs only to look on the following pages to see what alive, advanced thinking is doing to this young industry.

True, not all the problems have been solved. Cost of distribution and variance in building codes are two headaches bothering manufacturers but they are on their way to being solved.

But those who think of the prefabricated housing industry as another automobile industry should remember this: Automobile manufacturers rely on their dealers to sell their finished products. The responsibility of the dealer would be far greater if he were expected to assemble the parts of an automobile which he sells.

And so, the success of prefabrication depends not only on the high standards of manufacturers but the responsibility, integrity, and knowhow of the individual dealers. It is here that the realtor is in a singularly fortunate position because he knows the local market, the intricacies of financing, the essentials of sound construction, and the techniques of good merchandising. With this knowledge and experience, realtors are taking a more active role and making a significant contribution to the future of prefabricated housing.



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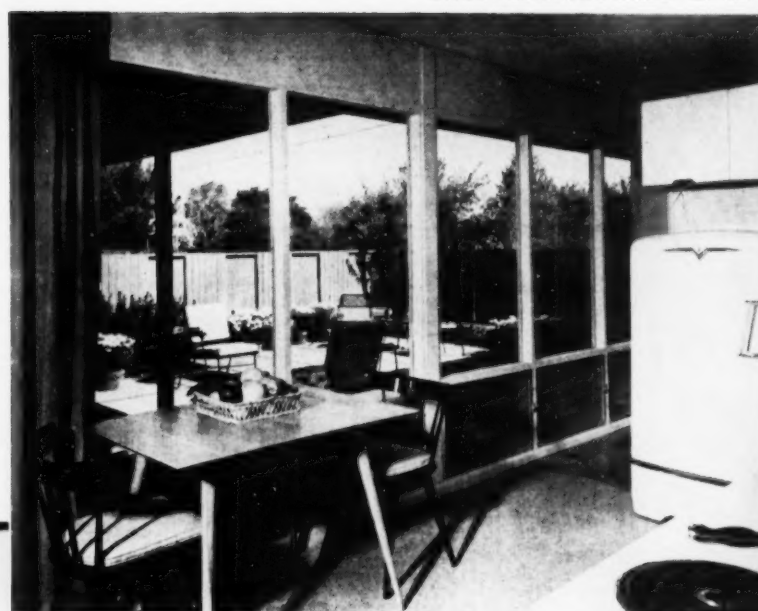
SCHOLZ HOMES, INC.

WINDOW WALLS, wide overhangs and beamed ceilings are dramatic features of this house. The glassed area and open plan add greatly to the apparent size of the interior. This house has 1650 square feet plus two-car garage and storage room, and sells in the \$35,000 price range.

NATIONAL HOMES CORP., C. M. GOODMAN --- ARCHITECT

CONTRAST OF GLASS AND WOOD areas is emphasized in this house. Its low pitched roof is typical of the dominant trend in one-level prefab designs.

RICHMOND HOMES, INC., P. B. HENDERSON, SMALL AND WERTZ --- ARCHITECTS



KITCHEN AND GARDEN are brought together in this model. The ventilation problem in the kitchen has been solved by the screened louvers below the glass area. Clever treatment of fence, carport and patio has practically doubled apparent size.



PREFABS

Set New Design Standards

ARE these really prefabs? That's a common question asked by home seekers as they look in amazement at many of the factory homes now being produced. And it's little wonder. Prefab manufacturers, for the most part, have set their sights on a high design standard.

Why have they done this? Competition has increased. And the result has been refreshing new models showing imaginative construction and design as well as better quality. The photographs on these pages show that the prefab industry has grown up architecturally.

Certain design features are becoming almost universal. The wide roof overhang, low pitched roof, larger rooms and open planning are features emphasized in many models shown here.

Manufacturers are using whole walls of glass. There's an absence of load bearing partitions and greater use of partial walls to add both to floor space and the possibilities for distinctive room arrangement. Some models offer interchangeable wall panels so the builder can get hundreds of variations in the same subdivision. There are more carports, some attached directly to the house, others connected by breezeways and patios and including outside storage cabinets.

Inside the house, ceilings are vaulted with exposed

beams. Fireplaces are no longer limited to expensive houses. Living and dining room ell's are being combined with kitchen areas to give more open space. Outside living areas visible through big window walls add to the illusion of space. The patios are surrounded by unique fences integrated into the overall house design, giving more space without loss of privacy. Interior planning has reached the point where manufacturers can speak convincingly of flexibility and great livability.

But manufacturers emphasize that these architectural advances do not sacrifice simplicity of design. Many of these advances are the result of such design simplifications.

Few manufacturers limit their houses to the low priced brackets. They have invaded the high priced field as well. Expensive, larger homes with an almost custom look are believed by some manufacturers to form an important part of the prefab market. The potentialities of what can be produced by better techniques and production methods have made possible many advanced features buyers demand.

Anyone, of course, can produce luxurious homes if cost is secondary. But the fact that lower priced prefabs reflect the same kind of progress is a sign of real vigor. Prefabrication has taken a stride forward and increasing public acceptance proves it.

OPEN PLANNING AND PARTIAL WALLS bring out decorating possibilities in this interior. Kitchen can be completely hidden from view by drawing bamboo stick curtains.

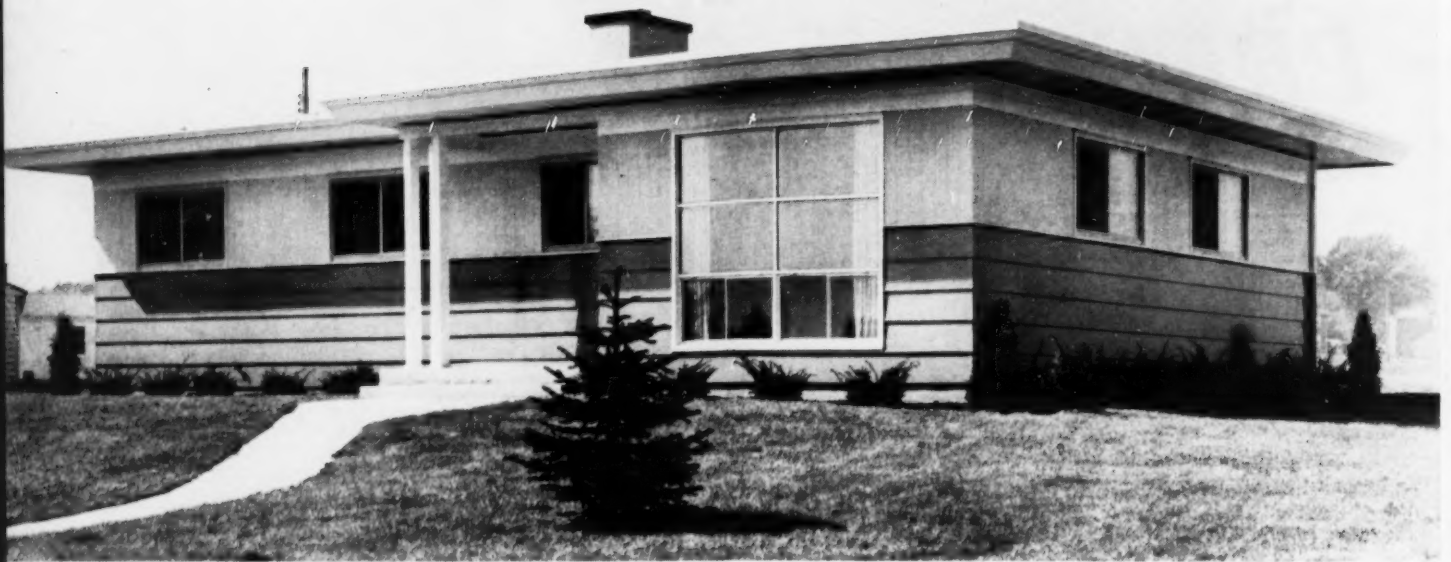
W. G. BEST FACTORY-BUILT HOMES, INC.



LOW PITCHED ROOF, wide overhangs and shoulder-high windows effectively emphasize the length of this home. This is one of the few models offering a porch, here situated behind the carport.

THYER MANUFACTURING CORP., RICHARD B. POLLMAN — DESIGNER





HARRISCHFEGER CORP., JOHN NORMILE — ARCHITECT

CONTRAST OF COLOR AND SIDING distinguish this flat roof model. Hip roof is optional. Porch area is larger, showing trend toward bigger porch on prefabs.

LOW HORIZONTAL LINES of this home illustrate trend toward increasing apparent size. Low pitch, wide overhang roof is featured and brick veneer up to window sills adds to long effect.

BETTER PLANNED KITCHENS are considered necessary sales features in many new prefabs. Trend is definitely toward open and more complete kitchens. Note abundance of storage cabinets.

THYER MANUFACTURING COMPANY



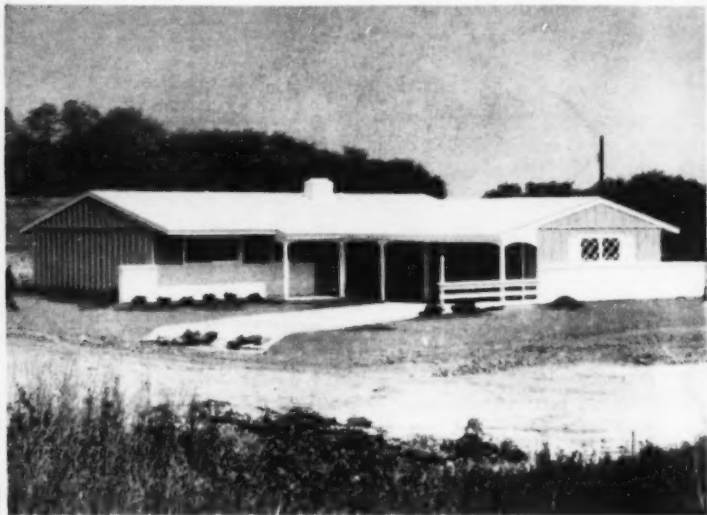
W. G. BEST FACTORY BUILT HOMES, INC.

MAXIMUM OPEN AREA without loss of privacy has been achieved in this design. Carport and breezeway are used to devise interesting variations in layout.

AMERICAN HOUSES, INC., GEORGE NELSON — ARCHITECT



SHOULDER-HIGH WINDOWS and ell design are popular features used in this house. Porch extends along three-quarters of the front, serving as garage overhang as well. Brick veneer becomes masonry wall.



SCHOLZ HOMES, INC.

OPEN PLANNING is used to advantage in this design. Use of free-standing cabinets of mahogany add custom look, and partial walls integrate room arrangement without loss of privacy.

LARGE GLASS AREAS are dominant feature of this new 1955 model. But running close seconds are pointed, full overhang and outdoor living area complete with fireplace and space for cooking utensils. Note variations in roof lines.



NEW CENTURY HOMES, INC.

THREE-STAGE ROOF gives unusual perspective to whole house. Roof, large window and distinctive garage door serve to increase apparent length. Stone veneer is used to emphasize solid appearance.

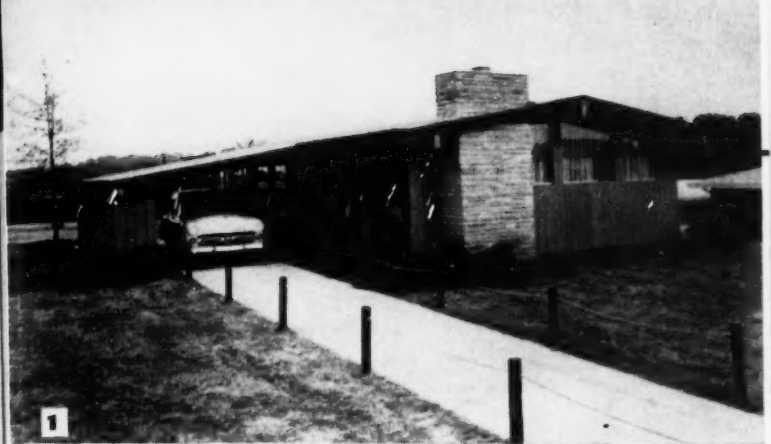
MODERN HOMES CORP.



FIREPLACES are used to striking advantage in many of the new prefabs. The wood paneling alongside the fireplace softens the severe lines of the chimney and wall.

RICHMOND HOMES, INC., P. D. HENDERSON, SMALL AND WERTZ — ARCHITECT





1) **INTERCHANGEABLE EXTERIOR PANELS** of this model enable builders to be their own architects. Panels come in six foot four inch widths, and any panel can be placed in numerous positions, permitting hundreds of design variations. This house has 1,168 square feet of floor space, not including carport.

MODULAR HOMES, INC., RALPH FOURNIER — ARCHITECT

2) **COMBINED ROOF STYLES** are used in this house, with flat roof over carport and low pitch gable roof over house proper. In medium price range — \$13-15,000 — this house is pre-cut and packaged for delivery to the builder.

PLACE HOMES, INC., WILLIAM H. WEIST — ARCHITECT

3) **SPLIT-LEVEL PREFAB** is one of several special models and styles being produced by manufacturers. Split-level house offers many possibilities in design variations.

AMERICAN HOMES, INC.

4) **PREFAB DUPLEX**, one of eight test models, is said by manufacturer to be first of its kind. Each side has living room, dinette and kitchen down, two bedrooms and bath up. It sells for \$20,000. Cutting doors dividing partition house becomes four-bedroom model with extra special-purpose room.

COLPAERT HOMES, INC.

5) **HILLSIDE DESIGN** possibilities are shown in this 238-unit project. Partial overhangs, roof variations, varying elevations are used to give variety in large housing developments such as these. Selling prices of the houses are from \$9,950 to \$13,850.

HARNISCHFEGER CORP., JOHN NORMILE — ARCHITECT

(6) **VARIED WINDOW STYLES** add interest to this house. Awning panels in upper tier of picture window give ventilation. Bevel siding emphasizes horizontal lines.

U. S. STEEL HOMES, INC.





7) **FOUR VARIATIONS IN EXTERIOR** of this house is representative of the kind of variety manufacturers are stressing in their lines. This model has two bedrooms and full basement, and has 768 square feet without garage.

COLPAERT HOMES, INC., L. MORGAN YOST — ARCHITECT



8) **SELF-SUPPORTING ROOF** and no load-bearing partitions allow greater variety in room arrangement. One-sixth pitch hip roof is featured.

GGH WAY HOMES, INC., JOHN McLANE — ARCHITECT



9) **BRICK AND STONE VENEER ARE COMBINED** in this house, which has 1,120 square feet and three bedrooms. This represents good conventional design with different materials introduced to add to the substantial appearance.

DIXIE HOMES, G. A. HALYPAP — DESIGNER

(10) **SUBSTANTIAL DESIGN** incorporates popular features such as picture window, full overhang, attached garage, hip roof. Entrance is protected by overhang, effective solution to porch problem.

LUMBER FABRICATORS, INC.

11) **AWNING-TYPE WINDOWS** are another increasingly popular feature, as is the attached carport. This house has three bedrooms and sells at \$8,150 to \$9,750, depending on the lot.

YETTER HOMES, INC., H. REID HEARN ASSOCIATES — ARCHITECT



12) **MODERATE-WIDTH OVERHANGS** are frequently used by manufacturers in medium-priced houses such as this one. Roof is of more conventional pitch, but shoulder-high windows and large picture windows introduce effect of advanced design.

PAGE AND HILL HOMES, INC., CLOSE AND CLOSE — ARCHITECT





1) **DEEP ELL GIVES BETTER PERSPECTIVE** to this house, which also stresses contrasts between stone veneer and wood siding. Apparent size is increased here by placing only shoulder-high windows on street side.

MIDWEST HOUSES, INC.



2) **VERTICAL GROOVED PLYWOOD** for exterior siding is used on this house. This is becoming more popular as siding material on many prefab homes. Planter rack is used to give interest to bare wall area.

SOUTHWEST AMERICAN HOUSES



3) **OUTSIDE STORAGE ROOM** has been utilized in this house to add to overall length and provide unusual design variation. Latticed overhang and planting tray give interest to otherwise bare wall, and planting tray beneath shoulder-high window gives balance to right side of front.

METROPOLITAN HOMES, INC.

4) **RADIANT HEATING** is one of the main features of this \$10,950 model. Each room has an individual thermostat. Built on a slab, the house has three bedrooms, is 48 x 24, and includes a \$1,200 lot.

IVON R. FORD INC.

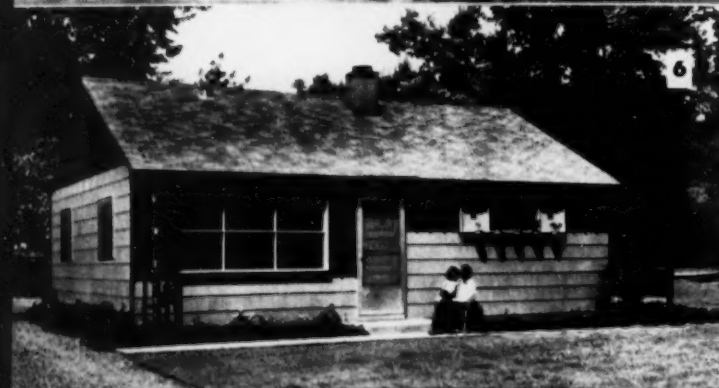


5) **VARIATION IN ROOF DESIGN**, brought out here by front gable, is a feature of many prefabs that stay close to contemporary style. Picture window, panel door and color contrast add interest to the house.

INLAND HOMES CORP.

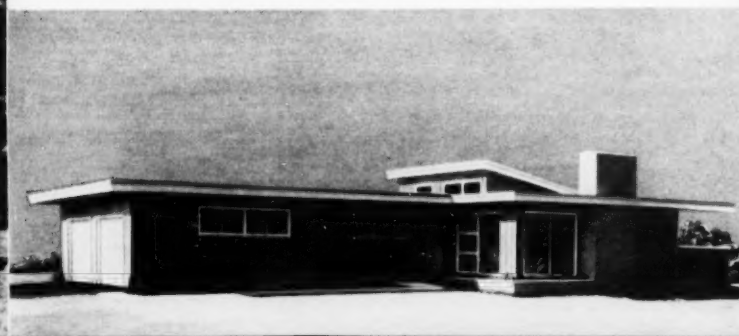
6) **ADVANCED DESIGN FEATURES** in low-cost houses are typical of effort to make prefabs distinctive. This house sells for \$8,000 with only \$400 down. There are four style groups, each expressing a particular geographical flavor.

GENERAL INDUSTRIES, INC.



(Below) **CLERESTORY WINDOWS**, combination flat and shed roof are striking features of this four bedroom home. Model is also available with 3/12 pitch roof without clerestory windows. Set back wall and roof overhang give protected entranceway from garage to house. Attached garage is optional. Note also use of three different window types.

PEASE WOODWORK CO.



Many New Financing Aids Available

Most prefabbers offer construction money through subsidiaries and help dealer/builders get permanent financing. Some don't think aids are necessary. But the trend is definitely toward helping dealer/builders break financing bottlenecks.

FINANCING aids offered by manufacturers you may be considering merit a great deal of study. Most large manufacturers offer an attractive interim financing plan and have acceptance corporations set up for this purpose. Those who do not offer such financing do help dealers contact lending institutions and give advice on handling mortgages.

But not all prefabbers believe dealer/builders should depend entirely on the manufacturer for financing. Some want dealers who can handle their own money problems — believing it makes for a more substantial dealership.

In spite of the different views, there's no question that financing is a big factor in marketing prefabricated houses. Here are arrangements commonly used.

In 1947 National Homes organized an acceptance corporation, and just this year set up the National Homes Realty Corporation, both of which are FHA-approved mortgagees. These subsidiaries furnish construction money for dealers and, where needed, permanent mortgages for house purchasers.

Here's how the set-up works:

The dealer presents the prospect's application to the acceptance corporation, and if the loan meets credit requirements, the corporation issues its commitment and, where required, makes construction advances which enable the dealer to pay for the house package plus on-site and erection costs.

Loans are then sold to insurance companies, savings banks, building and loan associations, or other lending institutions and are either serviced by the acceptance corporation or the investor buying alone.

Harnischfeger Corporation has a similar set-up. It has a subsidiary, the Builders Acceptance company, which provides construction

money as well as permanent financing for home buyers.

Harnischfeger also has a finance service department which services the dealers in planning their financing and for the placement of construction money and permanent mortgage money through sources other than the company's finance subsidiary.

"Mail order" financing is being offered by Thyer Manufacturing Corporation to dealers in ten southern states — areas not normally blessed with abundance of mortgage money.

Under the plan, a Washington, D.C. mortgage company makes interim financing available to dealers for up to 90 days at 4½% interest. Amount of the loan covers the cost of the package shipped from the plant (usually about \$3,500) plus an additional amount up to 25% of the package for erection costs and labor required for putting in foundation, rough and finish carpentry, etc.

When this is done the builder can either complete construction, obtain final clear inspection, close loan with buyer or in his own name, and pay sub-contractors and suppliers *after* closing. For an efficient dealer, this would be about 45 to 75 days after delivery.

Second choice would be to obtain construction loan locally that will cover entire construction cost before closing and pay off interim loan *before* closing out house.

This plan will help the dealer to build more houses with the same amount of capital. For example, the manufacturer says a Thyer builder who can complete a house in 50 days under this plan establishes a line of credit of as much as \$150,000.

American Houses emphasizes its service to a builder in helping him locate adequate financing upon a local basis, rather than supplying financing as part of its package. The company says its ex-

perience and reputation is helpful to the builder.

In contrast to these plans, Knox Corporation of Thomson, Georgia says it's their desire to get builders who are in a position to secure their own financing. "This position indicates stability and their proven ability to properly and efficiently construct our product. It also means the builder has earned a worthwhile reputation in his community."

Metropolitan Homes of Springfield, Ohio believes in getting financing locally if at all possible, so they work with their dealers in their own localities. They say they have other sources that will make loans anywhere, but the cost to the buyer is greater.

Lumber Fabricators, Inc., of Fort Payne, Alabama has an interim financing program also. They do not provide permanent financing but their field staff co-operates with builders to get permanent financing.

In the case of General Industries, Inc., Fort Wayne, Indiana, dealers need no interim financing. The company says, "Qualified General Industries dealers receive their house package, erect it through FHA final inspection, and get their money for the ultimate sale *before* they pay the first dollar for this prefabricated house."

In McDonough, New York, Ivon R. Ford Inc. also believes in financing through local institutions. "After local institutions have investigated the merits of our homes, we feel that their support is very valuable in promoting sales in their area. However, we do have adequate interim financing of our own to take care of the package shipped by us."

Best Homes of Effingham, Illinois has a finance department working with their dealers and with local and national finance agencies to secure the best financ-

(Please turn to page 51)



In St. Louis, J. Ben Miller uses a tent for a site sales office in his Bayless Hills development. This is the same house on the

front cover of this issue. He uses clever lighting at night to dramatize the house. Ample parking space is provided.

for demonstration house openings by radio, television, classified and display newspaper advertising.

Knopf usually keeps four demonstration houses open at any one time, one of each basic model. He is building in the \$9,500 to \$11,750 price range, and says that public acceptance of prefabricated homes is increasing in his area.

Sells in Cowboy Styles

In Quincy, Illinois, Dalhaus Realty has won awards from its manufacturer for demonstration house promotions. The company builds in the \$9,500 to \$13,000 price range and handles prefabs 100%. The company usually keeps one demonstration house open at a time.

Here are Adolf Dalhaus' techniques: "In merchandising our homes we always try to come up with a new idea. We just promoted a home called 'The Ranger'. All our personnel dressed western style. We had a grill on the patio and served grilled wieners. One sales person was in each room and a girl was at the front door to hand out literature. Several men were stationed outside to help where they were needed. Policemen directed traffic.

"It usually takes 12 to 15 people to handle a promotion. We don't try to sell during our initial opening but rather during the weeks following as we usually have about 10,000 people at our showings. We also do saturation type radio advertising three to four days preceding the promotion."

Dalhaus indicates that qualifying prospects is a delicate task. "Most people have champagne tastes but a beer pocketbook," he says. "We try to qualify them according to their income or what they can handle, and we have to be diplomatic. We find that financing terms is our best selling point. Quality comes second, as most of our buyers want small downpayment and low monthly charges."

In his advertising, Dalhaus constantly stresses quality material and brand names of products used

in his homes. He gives a service policy with all houses and pays any interest on money used by the company. "There are no unforeseen after-costs and it doesn't cost the purchaser one dime until he is living in the homes," Dalhaus says. "He knows to the penny what the house will cost."

Two biggest objections to prefabs Dalhaus has heard from prospects is "the term 'prefab' makes them think the house is thrown together. They do not seem to understand the meaning of prefabrication. The other is that the walls are not plastered."

To meet these objections, Dalhaus explains that "prefabrication is a method of assembling and has nothing to do with quality. We explain that Upson Strong Built panels are used in expensive homes, that the surface will not crack, the material is stronger than plaster and has insulating qualities."

Dalhaus says public acceptance of prefabs is increasing in his area, principally "because of our extensive advertising and the mere fact that about 70% of new homes built in Quincy are prefabs."

He says his biggest problem is finding suitable land and getting public utilities extended.

How is the re-sale value of prefabs in Quincy? Dalhaus says "all resales of prefabs have been from \$1000 to \$3,000 higher than original prices."

He just sold two houses, side by side, for \$9,000 and \$10,500 which he originally sold for \$6,800 including lot. The higher priced one had had a garage added. Another house, which Dalhaus sold originally for \$6,200 re-sold for \$8,500.

Pointing out that satisfied customers are his best salesmen, Dalhaus says, "In all three cases just cited, the first owners bought larger homes in our new 'Granview Acres' project. We have also sold five homes within the same family."

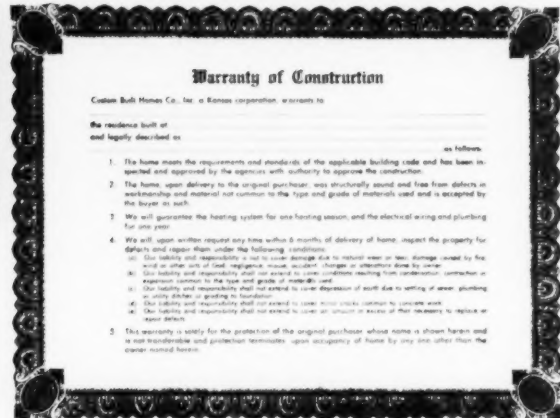
Has Showings 12 Hours a Day

In Mission, Kansas, Fred Hornaman of Custom Built Homes Company, Inc., is selling prefabs in



In Mission, Kansas, one of Fred Hornaman's homes goes into place with the aid of a crane. Like most factory-made houses, this one was under lock and key at the end of the first day.

Hornaman's company, Custom Built Homes Co., Inc., issues a written warranty with each home along with a "Home Owner's Manual" to each new buyer — a valuable sales feature.



the price range of \$8,350 to \$9,100. He says comparable conventional homes are priced at \$12,600 to \$14,000. About 80% of the homes he is building are prefabricated, compared with about 20% of all new homes in his area.

Hornaman keeps one demonstration house open at a time in each project. "We have complete sales coverage from noon until 9 p.m. every day. Number of salesmen varies from one to four depending upon days of the week. One room of the exhibition house is used as a site sales office. We always hand out an informational brochure.

"Our salesmen interview prospects to qualify them. They immediately get them approved with an associated mortgage company, and processing is stepped up so there is no unnecessary delay. We use interior signs calling attention to various features, and if necessary we give an on-site tour of houses in any stage of construction."

Hornaman says the biggest problem facing any building operation today is finding adequate financing at easier terms so that buyers can be qualified easily. "There should be some way that project builders could plan several months ahead without fear that good financing will not be available at the time their project is ready to open. It's getting to be a problem to find good land where water, sewers, and other utilities are available."

All of Hornaman's construction is guaranteed with a written warranty (see above).

Wants Personal Touch

In Anderson, Indiana, W. H. Highsmith stresses the personal touch in his selling. He does not use "high-powered" merchandising techniques, but does his best to personally satisfy all his home owners.

"I do the whole darn thing myself and use very little promotional material — just build good homes," he says. This is paying off for Highsmith. He says at least 50% to 75% of his sales are to old customers over the past seven years. Also, public acceptance of prefabs in Anderson is increasing, he says.

Highsmith builds in the \$9,250 to \$16,000 price

range, and about 80% of his homes are prefabricated. He adds to the value of many houses by using masonry veneer.

Uses Tent Sales Office

J. Ben Miller of St. Louis is an ardent user of the "Open House" technique. On opening day and for the first week his display (shown on accompanying pages) is kept open from 9 a.m. to 9 p.m. He sets up a site sales office in a tent.

On opening day, Miller uses a battery of 12 salesmen, cutting the number to three or four on following days. His display house is completely furnished, and he uses four-color brochures of elevations and floor plans along with mimeographed price sheets. A full complement of radio, newspaper and television advertising helps build up to the opening.

"Advertising costs average about \$100 to \$150 per house," Miller says.

Miller believes public acceptance of prefabs is increasing in his area, mostly because design and floor plans have measurably improved.

Got Out 10% of the Town

In El Dorado, Arkansas, the Eldorado Real Estate Company is putting forth much promotion to advance their prefabs. A spokesman for the company says public acceptance is increasing in the area because "carpenters price their labor out of reach."

In July, the company opened a demonstration house, decorated and furnished by a local furniture store. "On opening day we had 2,500 visitors — and for a town of 25,000, that's good!" says the company spokesman.

The El Dorado company keeps one demonstration house open at a time, and on opening day the entire sales force is present. "It takes all of us. We arrange an office and use it for advertising our firm as well as selling. We use a guest register and ask all visitors to sign it. If a prospect shows interest we give him the details in private."

Biggest problems facing them, the company reports, is finding good salesmen, and getting financing.

TIMETABLE OF PROMOTION ACTIVITIES

1

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
30 to 90 days IN ADVANCE						
<p>1. Landscape, finish exterior and interior of model home.</p> <p>2. Hire top photographer of model home.</p> <p>3. Prepare preliminary copy and layout for brochure.</p> <p>4. Select model home and newspaper ads.</p>	<p>5. Contact sales to make model home available for viewing.</p> <p>6. Hire top photographer of model home.</p> <p>7. Prepare preliminary copy and layout for brochure.</p> <p>8. Select model home and newspaper ads.</p>	<p>9. Hire top photographer of model home.</p> <p>10. Prepare preliminary copy and layout for brochure.</p> <p>11. Select model home and newspaper ads.</p>	<p>12. Hire top photographer of model home.</p> <p>13. Prepare preliminary copy and layout for brochure.</p> <p>14. Select model home and newspaper ads.</p>	<p>15. Hire top photographer of model home.</p> <p>16. Prepare preliminary copy and layout for brochure.</p> <p>17. Select model home and newspaper ads.</p>	<p>18. Hire top photographer of model home.</p> <p>19. Prepare preliminary copy and layout for brochure.</p> <p>20. Select model home and newspaper ads.</p>	<p>21. Hire top photographer of model home.</p> <p>22. Prepare preliminary copy and layout for brochure.</p> <p>23. Select model home and newspaper ads.</p>

2

BUILDER-DECORATOR SWITCH CARD

around the clock with **NEW HOMES**

BIGGEST HOME SALES PUSH IN HISTORY!

4 Aimed at your prospects...designed to deliver them to you in a buying mood!

Use this sales portfolio to tie in with GUNNISON HOMES nationwide promotion.

Put these sales aids to work in your community.

FIRST TIME EVER ON TV! A COMPLETE HOME BUILT ON A STUDIO SET!

THIS LIST of GUNNISON homes sales tools contains:

General instruction sheet and promotion timetable

Complete copy of new sales brochure

Advertising mats for use on television log page of your newspaper

Publicity stories with photos to get them into your newspaper

Blank copy of the

Blueprint for Luxury

Redbook 10

Blueprint for Luxury

NATIONAL HOMES DEALER ADVERTISING SERVICE

DEALER ADVERTISING SERVICE

NATIONAL HOMES CORPORATION • Lafayette, Indiana

SEND ALL MAT ORDERS TO LAFAYETTE, IND.

NEW CENTURY HOMES

MASTER PLAN BOOK

NOTE: For information, submit New Century Homes Catalog or request elevation drawings from New Century Architectural Department.

MAJOR PROMOTION PLANS

1. You receive the professional assistance of our advertising agency as well as American Homes Advertising Department. We will help you develop a program to present to your home or community. If you wish, we will also include a suggested newspaper advertising campaign designed to reach the largest number of potential home buyers.

2. Advertising of no cost if you purchase a factory air conditioned model home.

3. Most advertisements are made up ready to run with space for local details. Includes price, location to site, etc.

4. A lot of beautiful illustrations for the home book plus help of working with a local radio.

5. Publicity articles for your local newspapers.

6. Up to 10,000 flyers to be given to the public at the model opening.

7. 2,000 or more questionnaire suggestions to use the program.

8. A large increasing display to the model home opening.

9. Professional graphic design cards, permanent display to use at opening.

10. This interesting range of sales promotion ideas and techniques.

EVERY PENNY IS SPENT wisely promoting the builder - and selling American Homes.

Naturally, American Homes is interested in promoting the new homes and your community with it. We cannot provide what you do not want. We are interested in the promotion of your home and the American Homes.

From Movies to Ad Mats . . .

prefabbers offer vast array of sales helps

REALTORS and builders know full well it takes more than sales kits to sell houses. Nevertheless, they know that good sales and merchandising aids can be a big help — and manufacturers also recognize it.

Thus, most prefabbers supply a basic merchandising kit: newspaper ad mats and layouts, literature for direct mail and “hand-outs” at demonstration

houses, photographs, sales kits, and brochures.

Realizing that good photographs are essential, manufacturers supply high quality 8 x 10 glossy prints. Some provide expensive albums to dealers on a share-the-cost basis. One manufacturer, for example, provides an album for \$5, and his entire merchandising program is on a share-the-cost basis.

Elaborate brochures tell all about manufacturing methods, style lines and floor plans. They are usually provided to dealers at cost or less.

Larger manufacturers, of course, offer a great deal more than these basic aids. Their sales kits include sample radio and TV scripts, classified ad suggestions, reprints of advertisements from national consumer and trade magazines, directional signs and case studies of actual projects. One prefabber makes available several kinds of signs, including neon window and luminous outdoor signs.

One manufacturer has a timetable covering a three-month period prior to the opening of a model home. It suggests ideas for every step:

Set up schedule for newspaper ads and printed matter . . . prepare brochure copy, direct mail, newspaper ads . . . meet with suppliers and set cooperative promotions . . . select heavily-traveled streets and highways for billboards . . . prepare publicity releases . . . arrange for displays in local stores, banks, etc. . . set up booth with miniature of model home in local bank and utility company . . . run “teaser” ads announcing date of opening . . .

The timetable covers all angles: Make arrangements for TV and radio time . . . start direct mail campaign to selected mailing list . . . contact civic leaders who will participate in opening . . . arrange for newspaper preview . . . place location maps . . . call real estate and women's page editors . . . photograph interior and exterior for press packet and advertising pictures . . . post directional signs . . . begin spot announcements . . . smooth out opening procedure . . . have *all* the answers on day of opening — construction, financing, plans, etc. . . follow up with direct mail, keep list of prospects . . . document results for reference . . . keep the project in the public eye with advertising and publicity.

Some manufacturers also offer special services. Motion pictures, traveling display booths, home-planning books, color charts and decorating suggestions are examples. One manufacturer supplies color movies with sound track or printed commentary, and the dealer pays only transportation costs. Two provide traveling display booths that also require the dealer to pay only for transportation.

An important part of leading prefab manufac-

Typical Sales Aids

1-2 BUILDER-DECORATOR SWATCH CARD by Harnischfeger Corp. enables dealer to plan decoration of model home well in advance of opening. P & H also provides timetable of promotion activities in addition to ad mats, display cards, brochures, etc.

3 ERECTION SERIES is emphasized in this Best Home brochure, providing dealer with graphic material to explain construction methods to prospects. Many prefabbers also furnish directional signs, neon displays, billboard ideas.

4 SALES KIT by U. S. Steel's Gunnison Homes, includes TV ad displays, direct mail sales letter, publicity stories, radio scripts, order blanks, envelope stuffers. This kit is designed to tie in with national television program.

5-6 HOW-TO BOOKLET by Thyer hits whole range of promotional ideas: showing model home, which model to pick, furnishing, landscaping, color selection, financing, use of brand-names, giveaways, etc. Brochure beneath booklet shows models designed for southern climates. Manufacturer insists dealers have open house on completely finished and furnished model, staffed with competent salesmen.

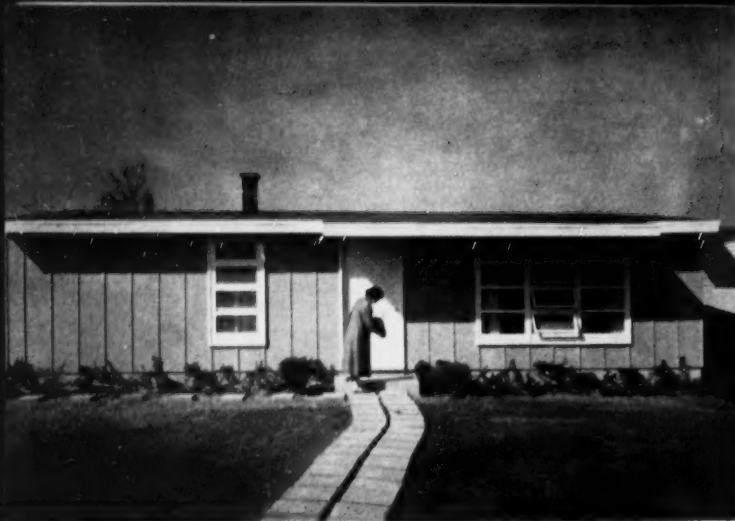
7 MASTER PLAN BOOK of New Century Homes gives dealer convenient portfolio of all models to help prospects pick exact home they want. It also keeps dealers up-to-date on new models prospects might ask about.

8 MERCHANDISING MANUAL by American Houses lists everything manufacturer provides, step-by-step instructions for entire promotion. Manual explains plan, merchandising aids, how to set up promotion and follow it up, check list and timetable.

9-10 COMPLETE ADVERTISING SERVICE is part of National Homes' detailed merchandising aids program. Ad service includes all kinds of mats and ideas for layouts. National magazine tie-in features reprints of features and special coverage in consumer magazines.

11 SEPARATE SALES SHEETS are included in this Modern Homes portfolio. Each sheet features two models, one on each side, with illustrations, main selling points, floor plans, optional features.

(Please turn to page 44)



Price on this Title II house by Place Homes, South Bend, is \$6,995. . . . sells for about \$500 down and \$40 per month. It has three bedrooms, 864 square feet of area, standard construction, insulated ceiling, steel cabinets, American-Standard fixtures, perimeter warm air heating.



Two bedroom, 24 x 30-foot model by Page & Hill, Shakopee, Minnesota sells for \$7,000. It comes with things left for owners to finish — there are no closet fronts, storm sash or combination doors. It has asbestos cement siding, asphalt plywood floors, and crawl space construction.

Prefabs Meet Challenge of

There's been more than a little skepticism about the \$400-down-\$40-a-month houses offered by prefabbers, but when well-planned these Title II projects are meeting with much success. Prefabbers say it's the answer for housing the 12 million families making \$45 a week.

WHY can't families making \$45 a week own homes too? Just one year ago prefabbers said, "They can!" and started producing models selling for a rock bottom \$300 down and \$37 a month.

Eying these low cost houses critically, skeptics said they would not hold up well, that the type of people who would buy would not give them proper care. Indeed, these would be tomorrow's slums.

But manufacturers flatly disagreed. They said these houses were for the 12 million families who could afford a home in no other way, thus opening up a vast new house market. It was a way to meet the challenge of low-cost shelter and public housing.

Whether you agree with one school of thought or the other, hundreds and hundreds of these low-cost houses, priced for FHA Title II Section 203 (i) financing, are going up across the country. Where these projects are well-planned and sponsored by reputable real estate executives or builders, the chance that they will become tomorrow's slums is greatly reduced.

Several manufacturers have refused to enter the Title II (for-

merly FHA Title I, Section 8) field. They specialize in a certain quality and style of house and do not wish to become known in that price bracket. Yet others have production lines going full blast on low cost models.

Pace-setter of this field is National Homes' Cadet series. Two and four bedroom models were introduced in November, 1953 at \$5,500 and \$6,100 respectively. Terms were \$300 down, \$37 a month and \$400 down, \$39 a month, respectively. Prices quoted include an \$800 lot. The four bedroom model is illustrated here.

The manufacturers say the 1955 Cadet line has been redesigned inside and out to meet the property requirements and FHA mortgage insurance limits of Section 203 (i) of the 1954 housing act. Prices in the new line are \$100 more on each model, including an \$800 lot. This line accounts for 50% of National's production.

In March of this year, Place Homes of South Bend introduced its low-cost house, the "Ranch-aire," a pre-cut, fully packaged unit using conventional construction. It sells for \$6,995 — \$500 down \$40 a month.

The price quoted includes these features: reinforced slab with vapor barrier and perimeter insulation; four-inch walls with half-inch insulating sheathing; lap siding or Masonite board and batten; gypsum wallboard; sloping, insulated ceiling; two-foot roof overhang; heated bathtub; counterflow heating with perimeter ducts; steel cabinets.

A relative newcomer to the low-cost field is American Houses of New York City. The company has several models priced for Title II financing but says the law is too new to have any built yet. But there is sizeable builder interest. Biggest stumbling block is land.

Harnischfeger Corporation, Port Washington, Wisconsin has a model priced for Title II financing, but is not yet producing a large number of them. The company says it anticipates quite a need for low-cost models, however.

Finding the same trend, Knox Corporation of Thomson, Georgia, has introduced its "Seymour" line of three and four bedroom models. "Acceptance is constantly growing and shipments of this model should exceed our combined production of all other models," the company says.

Twelve months ago, Southwest American Houses, Houston, was not producing any Title I houses. Now it is making ten Title II models a week and reports that this



Interior view of "Cadet" shows how costs were nipped to the bone to give most living space per dollar. Ceilings have exposed rafters. Sheathing and partial walls are grooved plywood (same as siding). Wet wall behind sink houses prefabbed plumbing package for back-to-back kitchen and bath.



Half National Homes' production is on the "Cadet" series, pace-setter of current low-cost housing. This four bedroom model, selling for \$6,000 on an \$800 lot, has 900 square feet of space. It is an expansion of the two bedroom model which has 705 square feet, sells for \$5,500 on an \$800 lot.

Low-Cost Housing

figure may soon be tripled.

Not wishing to drop into a lower bracket of price and standards, Thyer Manufacturing Corporation, makers of Pollman Homes, says it has had plans engineered for the former Title I program, but has not released them because management felt the house is not up to the company standard.

Modern Homes Corporation, Dearborn, Michigan says the trend for the past year and probably for some time to come has been towards larger homes with more deluxe features such as Thermopane windows, attached garages. The company is producing about the same number of Title II houses as last year.

New Century Homes, Lafayette, Indiana agrees with Thyer. The company president says, "We have never produced a *special* Title I house because we decided against lowering our quality. Major obstacles to the Title I program were out of our control — lot costs, local sub-contracting costs, and lack of permanent mortgage money without paying a high discount."

New Century's Springfield, Illinois dealer did construct, however, a dozen or more of the company's standard houses for the low-cost house program. This was a 24 x 28-foot, two bedroom house using conventional details.

In Fort Wayne, General Indus-

tries, Inc. is turning a strong eye toward the low income market. The company has designed its new line to take advantage of liberal financing terms in the 1954 housing act. Its "Scotsman" line has four style groups, the smaller ones suited for financing under the low-cost program.

Like Thyer, Richmond Homes has a Title II house designed, but may not put it into production.

Colpaert Homes, South Bend, has built experimental Title II models only. "As many builders have discovered, it is almost impossible to build a quality home for \$6,000. However, we have FHA applications pending on about 50 low-cost units to be built in the near future."

Ford Homes, McDonough, New York, has several models priced for Title II financing but no projects have yet been started.

Best Homes, Effingham, Illinois has also put a Title II model into production within the past 12 months.

Expandable Homes, Sheboygan Falls, Wisconsin has just started to ship Title II houses. Financing is being arranged by the contractors themselves.

Dixie Homes, Bladensburg, Maryland has two models for Title II financing but says "ground costs in the area we serve have not made this model a very good seller."



Scene from New Century Homes project by A. J. Cargnino, Springfield, Illinois. Built under Title I, the open house promotion sold out the 11-unit project in two hours. Later nine more sold in one day. Price was about \$6,000 including a \$500 lot. They are a standard New Century model so are not "special" for Title I.

"Scotsman" line, General Industries, Fort Wayne, includes an FHA Title II model. Dominant features are picture window, complete roof overhang, window plant boxes and raised-panel door. Inside are three bedrooms, kitchen, living room, bath, storage nook, disappearing stairway.



What Manufacturers Expect of You

DIFFERENT prefabricated home manufacturers put varied emphasis on qualifications they require of dealers. Most choose organizations set up to handle every phase of a housing development — from land acquisition through erection to final merchandising and sale of the houses. This may include a complete real estate organization or a realtor-builder team.

As Leland Lewis of Best Homes, Effingham, Illinois, says, "Building has become so complicated we believe the best dealer is a good coordinator, able to fit all operations together from land planning through the construction to the final close-out of the sale. It is less important today than ever that this man be a craftsman himself."

Robert Boger of Colpaert Homes, South Bend, believes the best dealer is one with experience in actual home construction and one familiar with FHA and VA procedure. Moreover, he should have a competent sales organization.

Best experience of Connett Engineered Homes, St. Joseph, Missouri, has been with builders, says

Setting Up a Prefabricated

What You Should Expect of Manufacturers

YOU want to be a prefabricated home dealer. You believe there's a future in it and want to take advantage of the opportunity. But what do you look for? What can you expect of a prefabricated home manufacturer?

To get the answers, JOURNAL editors interviewed a large number of prefab dealers. What experiences have these dealers had?

Some of these dealers had handled only one brand of home; the majority had handled at least two or more. Most of them had done a lot of investigating before they made their selection and they based it on three principal points: manufacturer's reputation for reliability, product improvement and acceptance, assistance to dealers.

William P. Jennings, Indianapolis realtor, makes this typical comment: "I first try to analyze the sincerity of top management in doing a progressively better job in an efficient manner. That can be determined in the design and construction of their houses, in their plans for future models, and in their methods of advertising and promoting their product."

Herbert Hazelwood. "We do have several who are connected in some way with a real estate office and do a combined job of selling and construction of houses for sale. This, as a general rule, works to better advantage than a builder by himself unless he is a very large operator."

Ivon R. Ford of Ford Homes, McDonough, New York, says, "A combination of a leading realtor and experienced builder makes the most ideal set-up. It is hard to find good builders with sales ability; likewise a good realtor who will take the responsibility of building."

Edward Hwass of Harnischfeger Corporation's Houses Division, Port Washington, Wisconsin, says their best dealership is one with an organization to handle more than one of the trades necessary to complete a home for occupancy. "He has his own sales force and an organization equipped to handle the paper work on VA and FHA applications, and is closely associated with a realtor equipped to handle the sale of new houses."

William F. Miller of Metropoli-

tan Homes, Inc., Springfield, Ohio, says each case stands on its own merits. "Good dealers have been developed that have had no building experience but who had capital and business experience."

Jerry Scofield of Modular Homes, Inc., Kirkwood, Missouri, says the best dealers we have are "young, ambitious and operate real estate companies as an adjunct to building companies."

Charles Travers of Richmond Homes, Richmond, Indiana, has a different viewpoint. He says dealers' success depends almost entirely on the individual and not on his previous background. "But in general, our most successful dealers have been project builders experienced in building, developing and merchandising."

Builders who have an open mind and want a better and simpler way of building homes make for the best dealership, in the opinion of George Smith of Pease Woodwork Company, Hamilton, Ohio. "Smaller builders who are closer to their work and vitally interested in the end product, usually perform the

best," Smith says.

Southwest American Houses, Houston, wants a two-way team: 1) real estate man to locate, purchase and develop land, procure financing and handle sales; 2) a builder for construction.

That is also true of Thyer Manufacturing Corporation. They want a combination building and real estate company with volume experience.

Yetter Homes, Savannah, Georgia, puts the emphasis on real estate experience. "We believe the best qualifications for a dealer is to have an established real estate business with some house construction experience."

Reed Kelso of New Century Homes sums it up. He says the best dealer has plenty of working capital so he can develop his own subdivisions, an excellent sales and promotional organization, top local credit, a good building organization — quality minded and service minded — several established sources of permanent mortgages, and a driving desire to make money.

Home Dealership is a Two-Way Proposition

Guthrie May of Evansville, Indiana, says he investigates the manufacturer's ability to meet deliveries on schedule, the acceptance of the public to the houses, and assistance given in financing and advertising.

Reputation for quality and a well-known name are tops on the list of qualifications cited by Mason Homes, Inc., Peru, New York. This company also looks for prompt field service for financing, amount of time taken to erect the houses, and a national advertising program with local tie-ins.

Don Reed, realtor of Painesville, Ohio, says, "We did a lot of shopping around before we selected a manufacturer. The sole purpose was to find the manufacturer we felt we could trust most and depend upon when we submitted an order. After checking with a number of companies and dealers in and around Ohio, I found the most difficult problem was getting all the materials shipped. Oftentimes there would be a rafter or window casing or some other part of the package missing. Secondly, I discovered that financing assistance

varies widely. Many dealers are concerned over whether they must pay cash or arrange terms."

Schiele and Finnell Brothers, Logansport, Indiana, has handled two different brands of prefabs. The company recommends this procedure: Examine the structure of the home carefully. Watch how it's erected. Compare labor costs. What is included in the price?

Roger Meshberger of Columbus, Indiana, says, "Watch the sales appeal of a house. Does it have a conventional look? What is the extent of both permanent and interim financing? How much help can you expect in dealing with FHA and VA appraisals? What is the extent of national and state-wide advertising programs? What kind of co-operation can you expect in getting your first subdivision started?"

A. J. Cargnino, Springfield, Illinois, requires that the brand of prefab should have adaptability and that the manufacturer continually adjust to modern trends in architecture. He also prefers a company "which keeps in personal touch with its dealers."

E. L. Bowles of New Haven, Con-

necticut, handled one brand of prefab before his present one. Reason for the change: more value. He says he looks for a manufacturer who will give a firm price on the package and not represent costs lower than they actually are.

L. J. Tieso, St. Paul, Minnesota, has changed dealerships twice in order to get interim financing and a prefab of higher quality.

Realtor Al Campbell of Bedford, Indiana, stresses the importance of how manufacturers select dealers. "The quality of other dealers is important to me because they help determine the quality of the houses. A manufacturer may produce fine houses, but if a dealer in another town doesn't do his job, the word gets around and it affects the success of other dealers. A few poor dealers can tear down public acceptance and goodwill. A manufacturer should select each dealer with care and see that he does a good job or cancel his franchise."

Type of labor is a qualification of M. B. Smith, South Bend, Indiana. "It's important to me that the prefab I represent only requires semi-skilled labor."



PHOTO COURTESY NEW CENTURY HOMES, LAFAYETTE, INDIANA

Two automatic projectors are key merchandising aids for this manufacturer. One has built-in screen and shows 14 pictures — used for unattended displays. The other shows color slides on large screen, changes 125 slides automatically. Telephone on desk at left is most valuable sales aid, according to manufacturer, since every dealer is contacted on average of twice a month to keep up with his problems and offer solutions.

Movies to Ad Mats

(Continued from page 39)

turers' merchandising aids is a complete decorating service. They employ professional interior decorators and color stylists to work out a portfolio of color schemes. Buyers then choose the particular scheme they want. The dealer approves the selection in order to control the color layout of his subdivision, as the color service includes exterior styling of the whole project. Included in each scheme are swatches of actual drapery, upholstery and carpeting patterns to be used. Flooring and countertop sample materials are included, along with color samples for walls and ceilings of each room, plus sample exterior and roof colors.

Several manufacturers help in land planning and place their representatives at the dealer's disposal when he wishes advice on promotional problems. Another makes surveys of the local market for the dealer or will help the dealer make them.

Standard merchandising aids are frequently provided by the manufacturer, free or on a shared-cost basis. Throwaways, match books, pencils, decals, even nail aprons are available.

A few manufacturers make heavy use of their national advertising in their local promotional material, tying it with the special magazine features. One has built an elaborate merchandising program around this tie-up with a national magazine.

The amount of merchandising help available depends on the manufacturer, but in most cases you can get all the help you need. But merchandising aids can't do the whole selling job for you — in today's market it still takes aggressive salesmanship.

How Prefabbers See Their Future

Prefab production is rising sharply. Some manufacturers predict output will double that of 1953. Problems of public acceptance, building codes, union opposition and transportation costs are being overcome. Here's a bit of crystal ball gazing, showing prefabbers' extreme optimism about their future.

AS prefabricated housing in America grows from knee pants into knickers, it looks back on a much longer childhood than you probably realize. In 1849 New Yorkers shipped 5,000 prefab houses around Cape Horn to California gold diggers. Models worth \$400 in New York brought

\$5,000 on the west coast.

In the 1860s Boston lumber dealers Skillings and Flint patented a "system of building houses from a few standardized panels" and sold them to the Union Army. Early 1900s saw intense experimenting with prefabs, and between world wars many technical

problems were solved, paving the way for a phenomenal post-World War II growth. Now prefabbers are surging ahead, as these figures demonstrate:

Last year 55,000 of the nation's 1.1 million homes were built in factories and shipped to building sites. Leading prefabbers figure this is only a scratch on the surface. Production of most firms in 1954 is showing a sharp increase over last year. National Homes, the nation's largest producer, built 40% more homes in the first six months of 1954 than in the corresponding 1953 period. May and June showed 60% increases, July 84%. James Price, president, expects to top 20,000 units this year — a 67% overall increase.

Harnischfeger Corporation's production is up 35% to 40%; American Houses' August production is up 20% over last August; New Century Homes has doubled its output. Two manufacturers who don't wish to be quoted cite impressive increases — 75% and 100% over last year.

During the first six months of

(Please turn to page 46)

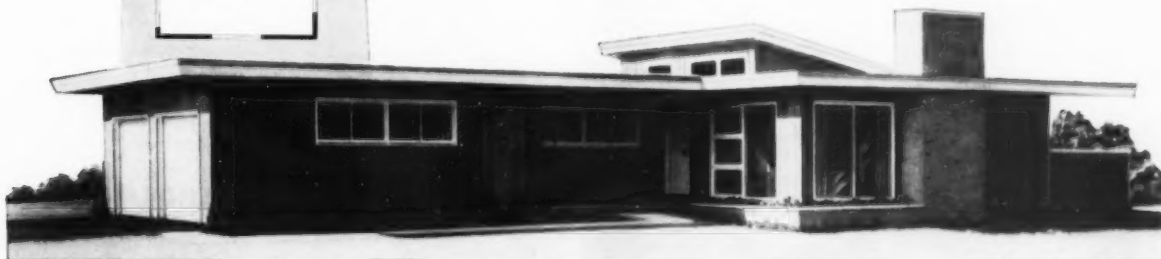
Never Before a Line so Complete...so Versatile...so Flexible

PEASE HOMES

for 1955



Six new plans for modern family living have joined the parade of Pease Homes for 1955. Included is the contemporary styled "Shorewood" plus new L-shaped, T-shaped and rectangular plans. 2, 3 and 4 bedroom models now range in size from 32'7" x 24'3" to 44'7" x 50'3" . . . 22 standard plans in all, with flexible features that may be easily adapted to *any* family's needs and budget.



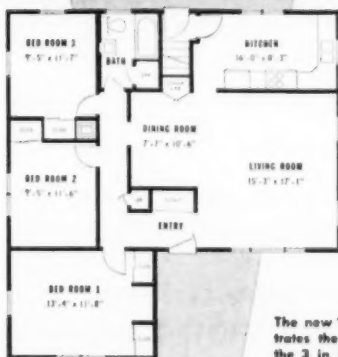
The new "Shorewood" . . . fabulous T-shaped contemporary, with choice of flat roof or low pitched roof. Four bedrooms and 2 baths, with garage optional.

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- A choice of natural birch finish or Youngstown kitchen cabinets with continuous Formica tops
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Free!

A new 72-page fact-filled book, fully illustrated in handy pocket size is now available to give you the complete story of "Pease Homes for 1955." Includes interior and exterior views in full color plus floor plans, specifications, alternates, prices, etc. Free, on request.



The new "Innwood" . . . illustrates the latest "low look" of the 3 in 12 pitched roof, now available for all Pease Homes.



PEASE WOODWORK COMPANY

PEASE HOMES DIVISION

902 Forest Avenue

Hamilton, Ohio

Prefabbers See Future

(Continued from page 44)

this year 30,000 homes were built in factories. Based on up-to-the-minute spot checks, JOURNAL editors predict a sharp upturn in production during last half of this year, and industry leaders expect steady growth from now on.

James Price expects the industry to build 20% to 25% of total housing starts within the next six years, against less than 5% in 1953. "It will be as rare in 1970 to see a custom built house in the \$15,000 and under bracket as it is to see a custom built automobile today."

Can it be done? How serious are the problems prefabbers face? What problems will have to be solved?

Clifford Hill of GBH-Way Homes, Walnut, Illinois says that "compared to 15 years ago the problems of today are small." Other manufacturers of long experience might agree, but the problems are numerous.

Because most manufacturers only prefabricate the shell of the house, they have little control over

utility costs. Wiring, heating, plumbing and air conditioning account for about 25% of an average home's total cost. If the prefabber can produce a utility core for his houses he could cut costs much further. And lower sales price is the prefabber's sharpest merchandising weapon.

Obstacles to a prefabricated utility core are many. Present systems must meet hundreds of different local and regional plumbing, heating and electrical codes. Many labor unions fight prefabricated utilities. Roy Hunsaker of Inland Homes says "union leaders must be made aware that prefabrication provides more work for members because of greater volume, in spite of the fact that more labor per unit is performed at the factory."

"The greatest hurdle of all," says George D. Lytle of Modern Homes, "may be educating the manufacturers to completely revise their thinking in designing, developing and manufacturing more compact, more efficient equipment. To date prefabricators have had to do the developing themselves."

Even with these problems, some of the larger manufacturers are already supplying one or more of these utility components. One had a plumbing and wiring kit acceptable in 80% of the areas served. William B. F. Hall of General Industries contends that builders who want *any* prefab advantages want *all* of them. His firm specializes in a complete house package, painted inside and out, with plumbing and wiring installed. Heating and bathroom equipment and water heater are included.

Some prefabbers don't agree "total prefabrication" will someday dominate the industry. Robert Place, of Place Homes, for example feels that large-panel prefabrication hasn't as much to offer the builder as a system of component parts. Place stresses interchangeability. "With smaller panels, the home-owner could take them apart and rearrange them in a few hours, changing the entire interior of his house."

Place reasons that outside walls are least important, have the least cost in them. Therefore they are least important to the prefabber from a profit standpoint, and can



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better fit local codes by on-site fabrication. Trusses, Place says, are the only answer to the "one-large-room" idea — then interchangeable panels can be put in.

Different manufacturers name different problems as primary. Edward Hwass of Harnischfeger Corporation cites antiquated building codes; Arthur Dahlman of General Industries says the prefabbers' biggest problem is the same facing the building industry generally — shortage of land.

Harry Leggett of Thyer Manufacturing Corporation and W. G. Hiatt of Lumber Fabricators, Inc. both think the lack of trained sales personnel with construction experience and merchandising know-how is the biggest problem.

John W. Pease of Pease Woodwork Co. points to the shipping problem. "Even though homes can be produced as complete units, they can't be transported in parts over 8 x 12 feet on streets and highways because of existing laws and physical restrictions."

Long-distance shipping tends to defeat the cost-saving feature of prefabs. Companies say they can

only compete successfully within a 500-mile radius of their plants. One answer to this problem is decentralization — some manufacturers are spreading their production plants to different parts of the country.

But answers to all the technical questions won't solve the very big problem of public acceptance. Charles F. Travers, president of Richmond Homes, says "the actual problems of engineering and building are minor compared to the social restraints. Prefabrication reached its present peak at the height of a boom and has a certain amount of house-cleaning to do before the stigma of those growth years can be erased."

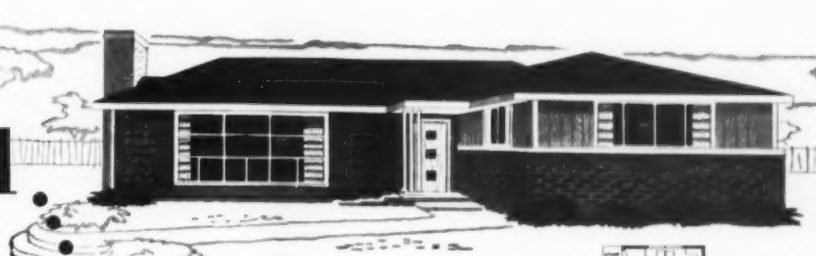
Of course, public reluctance to accept radical changes in housing construction methods is natural. Social and economic changes which veer from the traditional must fight for acceptance. Prefabbers claim they have the know-how to be about ten years ahead of their present position, but they must win the complete confidence of the home-buying public.

Recent trends in design and va-

riety of styling have gone far toward gaining public acceptance for prefabs, as have good promotion campaigns, favorable publicity and effective advertising. An interesting point of view on prefabricated architecture, however, is expressed by Herbert Hazelwood of Connett Engineered Homes. Builders are going to have to accept a certain amount of uniformity, Hazelwood says. "This does not mean producing one model only. The manufacturer must have volume to stay in business and to have volume his houses must have some uniformity. The prefabricator cannot build a house specifically for one individual. A builder, either large or small, must use stock prefabricated home plans without changes, or he will lose a good share of his price advantage."

The long view is evident in all these comments. And it is emphasized by forward-looking companies who are carefully selecting their builder-dealers, seeking good reputation and merchandising ability as much as construction know-how.

Appeal.



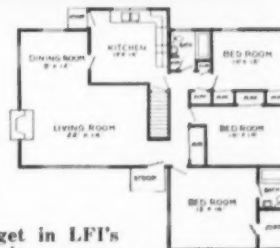
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In all LFI homes, from a rambling ranch type to carefree contemporary, you'll find an extra something best described as "appeal". Whether you build a minimum house, a show house, or one in between, you'll find a plan tailored to taste and budget in LFI's selection of standard designs. Or, LFI will engineer your own favorite plan for fabrication, panelize it to your specifications and ship it to the building site for fast, easy erection. By either method you'll get the same quality materials, the same expert workmanship, the same precision engineering that has made Lumber Fabricators one of the leaders in the field.

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LUMBER FABRICATORS, INC.
FORT PAYNE, ALABAMA



Product Progress

(Continued from page 23)

trolled by a single switch. The grill conceals fan interior and regulates the volume of air flow. The insulated outer door seals tightly against a sponge rubber gasket, providing protection against weather, condensation, freezing, etc.

Does Everything But "Close the Sale"

10-10



Known as the "Home-Matic Selector," this machine is engineered for swift, automatic matching of prospect and property and uses punched cards to pair real estate listings with prospective buyer demands even when card segregation is based on specific and minute details. Manufactured by the Samas Punched Card Division of Underwood Corporation, New York,

the "selector" is keyed to each prospect. As the files are sent through the sorter, it selects only those homes that the prospect has shown interest in buying. Information such as location of property, price, style, age, lot size, number of rooms and other data are punched into cards. The machine can "zero in" prospects with a high degree of accuracy, according to Underwood Samas.

Rambling Ranch Homes

10-11

How the modern ranch home has come a long way from its early American predecessor is brought out in a book entitled "New Ranch Type House Plans," just published by Architectural Plan Service, Inc., Macy Building, Jamaica, L. I., New York. First of a new "America Builds" series, it contains thirty designs for which blueprints are available; all are the work of Samuel Paul, A. I. A. Copies can be obtained by sending 50 cents to the publisher or are available at newsstands.

Handy Inquiry Form

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10-5	10-6	10-7	10-8
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Five minutes after truck arrives, unloading is under way. Loading is planned systematically.



Floor sections are being laid over manufacturer's newly-developed system of clear-span steel joists.



Partially sided wall section is tilted into place. Remainder of siding is blended in later.

What Benefits Can Prefabrication Offer You?

BENEFITS offered to you by prefabrication depend a great deal on your present method of operation and the area you're in. If you build in great quantity and can duplicate factory methods on the spot, prefabrication has less to offer you. Disadvantages might outweigh advantages if you primarily build expensive, very individual homes, or if prefabricated homes cannot meet building code restrictions in your area. Distance from manufacturing plants — or present intense competition are other factors to consider.

But for the average realtor or builder constructing low- or medium-priced homes in moderate to large quantities, manufacturers say prefabrication offers many advantages:

Amazing speed of erection, which means lower labor costs, less pilferage, year-round construction and ability to build to meet immediate demand. Less skilled labor is needed.

Superior workmanship resulting from improved assembly-line, closely-supervised production.

Certainty of costs simplifies the builder's entire financial planning. It takes the guesswork out, cuts builder's costs by cutting risk.

Elimination of inventory, warehousing problems and piecemeal purchasing cut overhead costs by 50%. Administrative costs are cut by about one-third.

Large manufacturers can hire the best architectural talent, some-

thing few small-volume builders can afford.

The elaborate organization of big manufacturers gives the average builder promotional and merchandising help he can rarely provide by himself. Manufacturers pushing their houses in national advertising campaigns "pre-sell" the product. Builders can slant their local advertising to capitalize on this national publicity.

Builders profit from faster turnover of capital. Most manufacturers have financing assistance available to dealers that gives them a competitive advantage over builders lacking such help.

Definite completion dates permit the builder to plan his promotional campaign in detail far in advance. There's plenty of time for him to arrange cooperative advertising and promotion with suppliers and subcontractors.

Mass-purchasing of appliances and utilities, mostly brand-name, enables the builder to buy at even less cost than can be obtained by purchasing off-brand equipment individually.

With prefabrication, the amount of technical knowledge demanded of the dealer or builder is reduced. He doesn't have to be an expert or specialist in a half-dozen fields at once.

Price advantage depends on locality and competition. One prefabricator gives 5% to 10% as tops. Others estimate the advantage to be as high as 20%.



Pre-assembled roof trusses go up fast, eliminate need for load-bearing interior wall.



Four hours after unloading began, gable sections are already being installed. Next comes roof.



At 4:30 house is under lock and key, ready for subcontractors the next day.

PHOTOS COURTESY OF MODERN HOMES CORPORATION

Tax Facts

By E. H. WELTER, C.P.A.

TAX ANGLE INVOLVED IN solving financial problems must be scrutinized to minimize tax expenses. Good tax planning has been revealed by a tax court decision (Ada Murphy McFarlane v. Comm.) holding for the taxpayer. It decided total amount allocated by the corporation to buy the stockholder's shares was not ordinary income to the shareholder as a dividend but that the gain on the sale was a capital gain. The facts are: Taxpayer and his wife and son borrowed money from a bank to buy the whole interest in a corporation. Later the taxpayer borrowed money from the corporation to pay off the loan at the bank. Then, to improve the credit position of the corporation, the

taxpayer sold enough of his personal holdings in stock back to the corporation to cancel his loan from the corporation. Other members of his family were not affected. Therefore, it was not a pro rata distribution and not a dividend.

DETERMINATION LETTERS, so named to distinguish them from Revenue Rulings issued by the National Office of the Internal Revenue Service, can now be secured from your local District Director if the requirements can be covered by rules and regulations now in force. If the question presented involves a novel issue or is excluded from the jurisdiction of a District Director, it must be taken direct to the National Office of the Internal Revenue Service.

ice. There are other specific restrictions in the use of this privilege offered to the taxpayer. Revenue Ruling 54-172, should be studied by those contemplating such action.

SUCCESSOR CORPORATION to a partnership not liable as a transferee: Tax liens against individual partners of a partnership cannot be asserted against a corporation which had taken over the assets of the partnership. The corporation was not a transferee of the individual partners' assets, but of the partnership property, which was not subject to the liabilities of the individual partners. (Worley, CA-6).

PUNITIVE OR STATUTORY treble damages received were not taxable income under Code Section 22 (a). (Glenshaw Glass Co., CA-3).

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Financing Aids

(Continued from page 33)

ing possible in the dealers' own area.

In South Bend, Indiana, Colpaert Homes finances through LaSalle Acceptance Corporation, an affiliate. Through this organization construction loans are available to builders and also the disposition of FHA and VA final loans.

Modern Homes Corporation does not furnish actual financing for dealers although they do help dealers get financing. They say, "During most periods of mortgage funds shortage some areas usually have abundant funds while others are definitely short. Due to the large portion of the country we service, our salesmen know where help may be obtained for less fortunate areas. These men are trained to help dealers seek commitments and in filing applications on both conventional and FHA mortgages. They make periodical calls on regional FHA and VA offices to help expedite application filing."

In Shakopee, Minnesota, Page and Hill Homes has set-up the North American Acceptance Corporation for dealer financing. It is an approved corporate lender established by the principles of Page and Hill Company which originates government insured or guaranteed mortgages for the company's dealers.

Place Homes, South Bend, Indiana, manufacturer of pre-cut, packaged houses, provides financing for their dealers through Crown Mortgage Corporation, the company's own approved FHA mortgagee. Like other companies, Place Homes helps arrange financing for dealers through their local organizations.

In Lafayette, Indiana, New Century Homes does not yet provide financing for dealers, but it does extend short-term, open-account credit to qualified dealers to carry them to the time their local lenders are justified in disbursing on a construction loan. The company reports qualified dealers have no trouble in arranging local credit on construction loans.

Recognizing that help with construction and permanent financing is an important sales tool, many other manufacturers are now setting up financing plans such as those described.



Construction of prefabricated homes continues to show increases as compared with total home building. In the first half of 1954 the gain was 22 per cent over the previous year. The reason is clear. Only with prefabrication's modern methods can builders meet all of today's demands for speed, economy and quality—meet them on time, every time. That's why it's high time to switch to prefabrication.

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One of the most eagerly sought chunks of real estate in recent weeks is completely covered by salt water! But under all that brine lies 40,000 square miles of rich oil land. Parcel in question is the tidelands of Louisiana. Interpreting the new Tidelands Act, state legislators frantically dug into old county records and found that a Congressional act in 1895 extended the Pelican State's coast line up to 25 miles into the Gulf of Mexico. The Tidelands Act gives them three more miles of the rich shelf, but the legislators claim records show it should be three leagues (10.35 miles). Thus, their new coast line would be out 35 miles in places. But it remains to be seen whether Uncle Sam will allow such loose interpretation.

Paul Tishman, one of New York City's most experienced realty and building executives, is eyeing the new housing law as a shot in the arm for New York City's middle income families. Construction of low-cost and luxury dwelling accommodations has proceeded at a fast clip in the past few years, but there's a dearth of middle-income housing. He says Title I, Section 220, provides the machinery to close this gap, and he urges all builders to take advantage of it.

Looks as if the home trade-in idea is getting well underway. Of the 800 builders who took part in the Acapulco Derby contest, sponsored by Minneapolis-Honeywell Regulator Company, 15% competed for prizes to be awarded for the best trade-in program. The derby awards fishing trips to Acapulco, Mexico for 20 builders having the best merchandising programs during National Home week and five others for the best trade-in program. This kind of promotion should help spread the trade-in as a sales tool.

Pardon us if we boast a bit, but one of our associate editors, William O. Turner, just had a new book published last month. It's "The Proud Diggers," an historical novel of the birth and early struggle of a gold-boom town. Published by Houghton Mifflin Co., it's currently on sale at all bookstores. If you like rugged, action-packed adventure, don't miss this book!

Looking for bargains? You may find several in a few weeks when an economy move by Uncle Sam puts billions of dollars worth of surplus federal land holdings on sale. Private brokers, appraisers, and auctioneers have been given the legal nod to handle the sales. Properties range from magnesium mines to store buildings. If you want to know what's for sale in your area, you can contact your regional office of General Services Administration in Atlanta, Boston, Chicago, Dallas, Denver, Kansas City, New York, San Francisco, Seattle or Washington, D.C.

It's common knowledge among realtors and builders that variation in house designs in subdivisions adds tremendously to sales appeal. In fact, it's downright essential. An opinion poll just completed by Dr. George Gallup shows just how important the public thinks it is. He asked interviewees if they would favor or oppose a law to keep builders from building houses that all look alike. On a nationwide basis, a margin of 6 to 5 said they would favor such a law. In suburban areas 61% said they would favor it.

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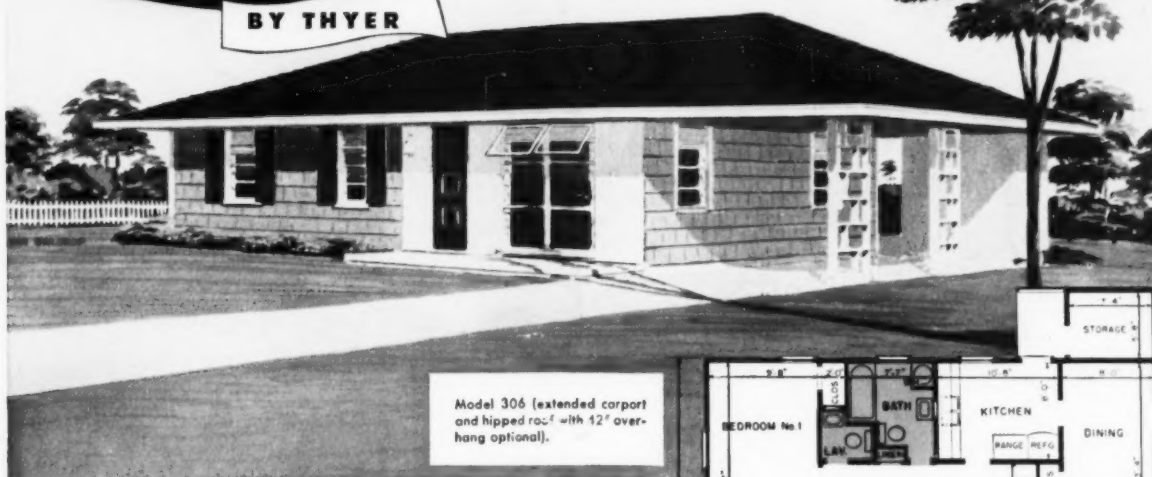
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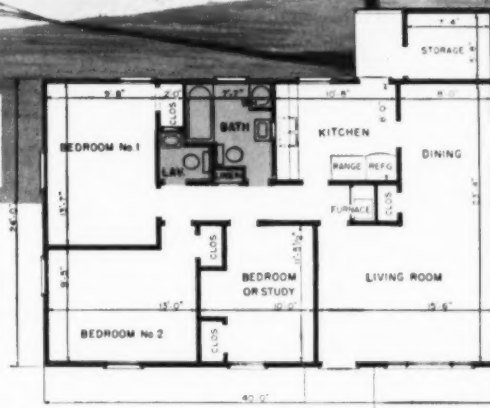
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